



**zensar**

## Reducing TCO by 90 Percent with Azure Cloud for a Sporting Goods Leader

 Case study

An  **RPG** Company



## Overview

### Teeing up with Azure Cloud

Our client is a leading US-based sporting goods company operating across different geographies. The client sought a hybrid cloud backup solution and cloud instantiation for 11 locations spread across three continents. The aim was to reduce time and enhance efficiency with a single-pane-of-glass view to manage the backup infrastructure for all workloads and minimize risks to the business. Zensar implemented a comprehensive Azure-based backup and archive solution with one-click deployment, bringing down backup time by 95 percent and reducing TCO by 90 percent.



## Challenges

### Modernizing the core

While growing into a leading global sporting goods brand, our client built a network of systems spanning disparate geographies and technologies. A backup system for vast amounts of data was critical to the company's ongoing growth plans. With its presence across three continents, the company planned to leverage hybrid cloud to improve time, costs, and efficiency in managing the backup infrastructure for all workloads. An active disaster recovery program and a data security system were necessary to mitigate business risks. Modernizing the application core by leveraging the cloud was essential to achieve better availability, reliability, agility, and security.







## Solution

### Toward a hybrid cloud model






Zensar collaborated with the client in its journey toward adopting a hybrid cloud model to ensure adequate and efficient backup and data protection.

We deployed our backup-as-a-service (BaaS) solution, an intelligent integration of effective frameworks and technologies. Leveraging this solution allowed the efficient use of HYCU backup with ExaGrid and cloud as backup targets for production, test, and disaster recovery (DR) scenarios while also ensuring efficient and cost-effective functioning of storage resources.

We adopted a strategic approach that included the following steps:

-  **Monitor:** Full application delivery stack from a single location
-  **Implement:** Standardize procedures with a single technology to monitor the data center.
-  **Protect:** Prevent data loss and secure data in transit and at rest.
-  **Recover:** Backup and archive data at a snapshot/file level, with the ability to reconstruct from backup and archived data in case of data loss.
-  **Click:** Assign SLA policies to VMs, applications, and databases.

The implementation was carried out in five well-planned and executed phases:




-  **Phase 1**  
Assessment of current infrastructure footprint to gather the requirements across the 11 locations.
-  **Phase 2**  
Detailed outline of the scope of work, with sign-off by the client team.
-  **Phase 3**  
Installation and configuration of HYCU licensing and hardware provisioning for ExaGrid/client's local storage.
-  **Phase 4**  
Set up of hybrid cloud architecture.
-  **Phase 5**  
Technical and functional testing.



## Impact

Robust, cost-effective data backup

The client was able to move away from its legacy backup management system and successfully adopt the hybrid cloud model with a comprehensive Azure-based backup and archive solution. Key benefits included:

-  Easy and quick access to backup and archived data  
90 percent TCO reduction through backup and archive to Azure cloud resources
-  95 percent reduction in backup time
-  Single-pane management view for servers, containers, and data services, providing a seamless hybrid experience



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For more information, please contact: [info@zensar.com](mailto:info@zensar.com) | [www.zensar.com](http://www.zensar.com)

