

# Retail Giant Achieves 50 Percent Cost Savings With IT Resource Optimization

## Case Study



## Overview

### Arresting IT cost leakages

One of the largest retailers in South Africa was overspending on IT infrastructure due to poorly planned Amazon Web Services (AWS) resource utilization. As the IT costs were increasing every month, the client decided to bring in a technology consultant to fix the situation.

#### **Zensar's brief:**

- Fine-tune the extract- transform-load (ETL) job schedule by streamlining execution processes
- Optimize provisioning of the AWS environment to deliver cost savings

#### **Beyond the brief:**

We fast-tracked results, delivering 50 percent cost savings within just five months.



## Challenges

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### Weighed down by cost escalations

AWS resource costs started steadily escalating from July 2023 and reached an alarming 1.1 million rand by February 2024. This affected profitability and made it difficult to plan new business services.



## Solution

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### Adopting a pay-as-you-go approach

#### **Analysis and planning**

We analyzed the client's IT ecosystem to gain insights into when lower environments were not in use. The analysis helped us understand the timelines and generate ideas on how operations can proceed with a smaller cluster.

Using the findings from the analysis, we created a thorough plan to shut down these lower environments in a streamlined manner and leverage a pay-as-you-go approach for AWS cost optimization.

#### **Implementation**

We streamlined application schedules by fine-tuning these processes: Target Management, Return Leg, Promotions and Sales, and Beginning of Day. In line with our plan, we optimized

- cluster configurations to mitigate CPU usage waste by moving from 128 RPU's to 64 RPU's,
- AWS Glue jobs and SQLs to save execution time by more than 50 percent, and
- provisioning of lower environments, specifically the Dev and UAT clusters, to shut down lower environments when not in use.

Notably, the Redshift cluster in Foods Demand and BIITS was brought down from 128 RPU's to 64 RPU's — without impacting business operations.

# Solution enablers

- **Amazon Glue** made it easy for analytics users to discover, prepare, move, and integrate data from multiple sources.
- **Amazon Redshift** made it simple and cost-effective to analyze the client's data with fully managed cloud data warehousing

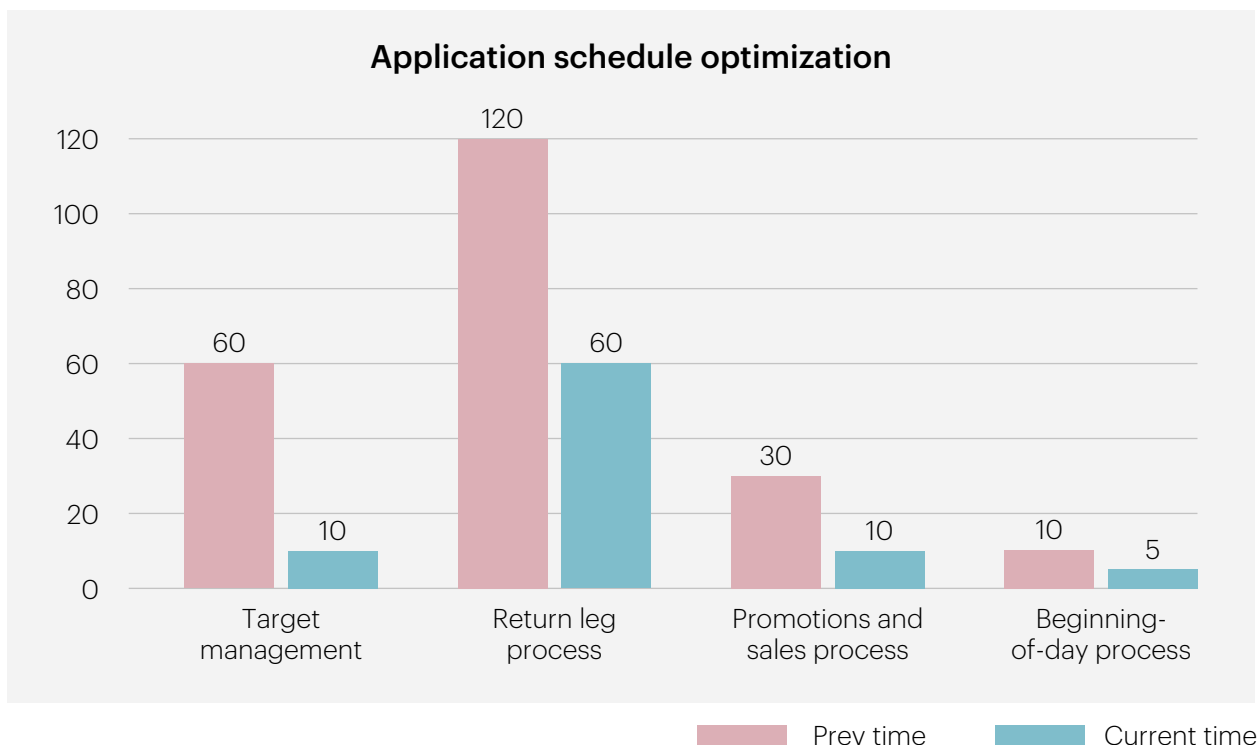


## Impact

50 percent savings in five months

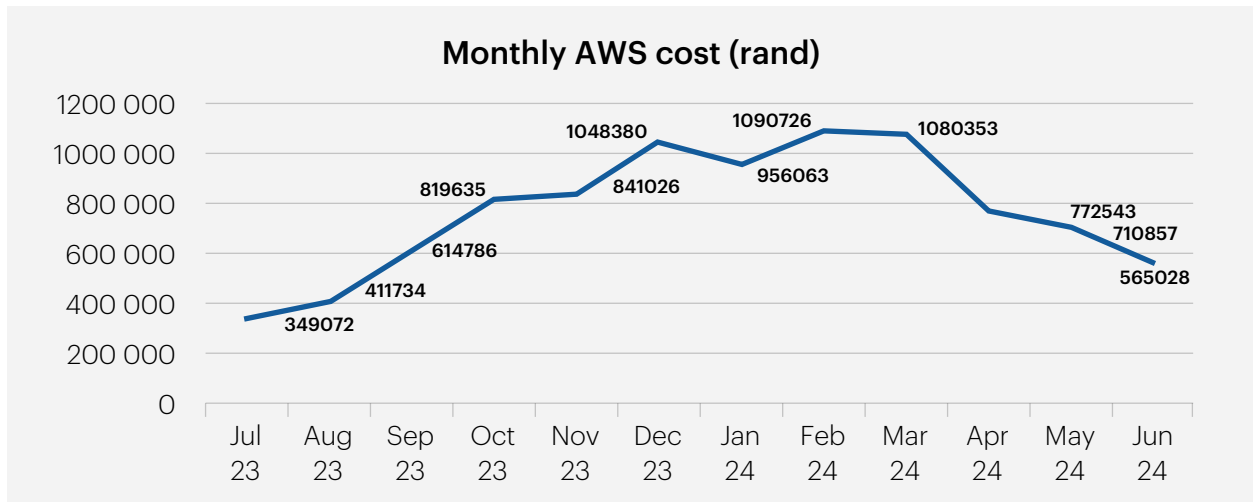
- **Target Management process:** Cut from 60 minutes to 10 minutes
- **Return Leg process:** Cut from 120 minutes to 60 minutes
- **Promotions and Sales processes:** Cut from 30 minutes to 10 minutes
- **Beginning of Day process:** Cut from 10 minutes to five minutes

### Greater resource utilization



- **~50 percent cost savings achieved in five months:** Cut from ~1.1 million rand (in February 2024) to 565 thousand rand (in June 2024)

### De-escalation of monthly expenditure



### Business outcomes:

The solution delivered cost savings from optimized usage of AWS resources, resulting in greater IT agility in supporting business needs.



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