



PROBLEM STATEMENT:

Transforming all on-premises infrastructure to the cloud, to afford the business a chance to have a future.

Client profile

- Australian Advertising Industry
- SMB Customer Segment
- 200k+ customers
- 1500+ employees
- \$600M+ Revenue

Key Team Roles

- Transformation Program Lead
- Systems Architects/Engineers
- Business Analysts
- Business Unit Specialists

Business Impact

- Exited all on-premises infrastructure and now everything has migrated to the cloud
- Enabled new product development outside of its core offerings
- Established omnichannel commerce services
- Encouraged business units to test and trial new ideas in the market before making financial commitments – driving an innovative culture
- Ability to easily engage with customers and stay connected
- Created self-service capability for customers
- The stability and self-healing capabilities of AWS increased productivity
- Significant cost benefit



Our client plays in a market that has changed dramatically over the past 20 years, and the business was running on systems delivered in the 1980s. While the platforms were stable, they couldn't be changed to adapt to the evolution of the digital world to meet the needs of the business and its customers. For the organisation to have a chance at succeeding as a digital business, they needed a platform to enable them to deliver that capability.

Approach: For our client to strengthen their competitive position they needed to move in a new direction that enabled them to acceleration digitisation across the organisation, reduce expenses and improve efficiencies. It was fundamental that we set-up a large transformation program to build the enablers and capability required for a successful future.

- They needed to invest in a new Customer Relationship Management (CRM) platform that offers the latest technology, is scalable, boosts productivity and mobility.
- Establish a secure cloud foundation on which new digital services can be built enabling business units to test and trial innovations before making a large commercial commitment.
- Migrate to cloud services that allow technology engineers to spend majority of their time on product development rather than on break-fix activities.

Solution:

- Executed a major cloud-only transformation - the business exited five data centers and migrate all 6,000 digital assets to the cloud
- Moved the existing CRM platform onto Salesforce and CloudSense. CloudSense enables omnichannel commerce services on Salesforce. Services enabled included sales cloud, service cloud, community cloud, marketing cloud and Pardot.
- Migrated all other remaining parts of the business including systems, platforms and capabilities onto Amazon Web Services
- Created an agile release process to take advantage of the new platforms
- Enabled the business to take their legacy product and make it relevant for the future creating a valuable offering for their customers

DIGITAL ASSETS TO THE CLOUD

6,000

OVER THREE YEARS

IT OPERATING EXPENSES

-43%

OVER THREE YEARS

AWS BENEFIT

+97%

ABOVE TARGET