

CASE STUDY

NTT Com-Netmagic Transforms California Clothing Co. Using AWS

Requirement

- California Clothing Co. needed an efficient and high-performance infrastructure for its B2B application to deliver more value to the business
- It also needed to migration of workload from its existing on-premise environment to cloud infrastructure
- The B2B application needed to be hosted in a secure private environment, with the ability to sync data across locations AWS Infrastructure and Hosted Infrastructure in NTT-COM Netmagic Datacentre
- The solution needed to meet security, data protection requirements.

Solution Summary

- NTT Com-Netmagic proposed AWS Cloud for the company's large, global workloads.
- California Clothing Co. B2B Application servicing Indian customers' workloads was hosted out of NTT Com-Netmagic Chennai datacentre. Established a VPN between the 2 environments for synchronisation of Inventory and Pricing database
- AWS Services used - EC2, EBS, RDS and CloudWatch, CloudTrail, EBS Snapshots, RDS Snapshots, AWS VPN & VPC Services.

Benefits

- Ability to handle global business growth, workload variability and changing market expectations.
- Synchronization of workloads across locations and backup of data using AWS services

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Customer Profile

California Clothing Co. (Brown Boy) is a leading apparel brand, with a focus on fair trade and environmental sustainability. The company is known for completely in-house production using 100% organic cotton and is among the few 100% Organic and Fair-Trade Brands in the World. It is now moving towards becoming a 100% Green Company.

What Was the Requirement?

With a recent expansion into new geographies, California Clothing Co. needed to set up a scalable infrastructure to handle growing business demand. It also looking for a sustainable and cost-effective way to create a scalable business model without significant IT investments. The company saw cloud infrastructure as the most effective option to meet these needs.

The company relied on an enterprise application to service its Indian as well as global B2B customer's workloads. Since the company expected global business to grow significantly, it needed to migrate the global workloads and application to cloud infrastructure for scalability and performance. It partnered with NTT Com-Netmagic, which proposed AWS Cloud as a best-fit solution to meet all its datacentre as well as cloud needs.

Solution

NTT Com-Netmagic recommended Amazon Web Services (AWS) to design and implement the infrastructure solution for California Clothing Co. Global business infrastructure. As an Advanced Consulting AWS partner, NTT Com-Netmagic enabled the company to seamlessly migrate the existing B2B application serving Indian customers from its existing, on-premise environment to Netmagic's secure datacentre, and migrate the workload from its global operations to the AWS Cloud.

The B2B application is hosted out of NTT Com-Netmagic Chennai Datacentre. VPN connectivity was setup to enable the synchronisation of data across the two environments. The client also used Netmagic SimpliMigrate (migration service) to move its workloads from on-premise environment to the AWS Cloud. It also used Amazon VPN services for secure connectivity of external workloads with Amazon Cloud services.

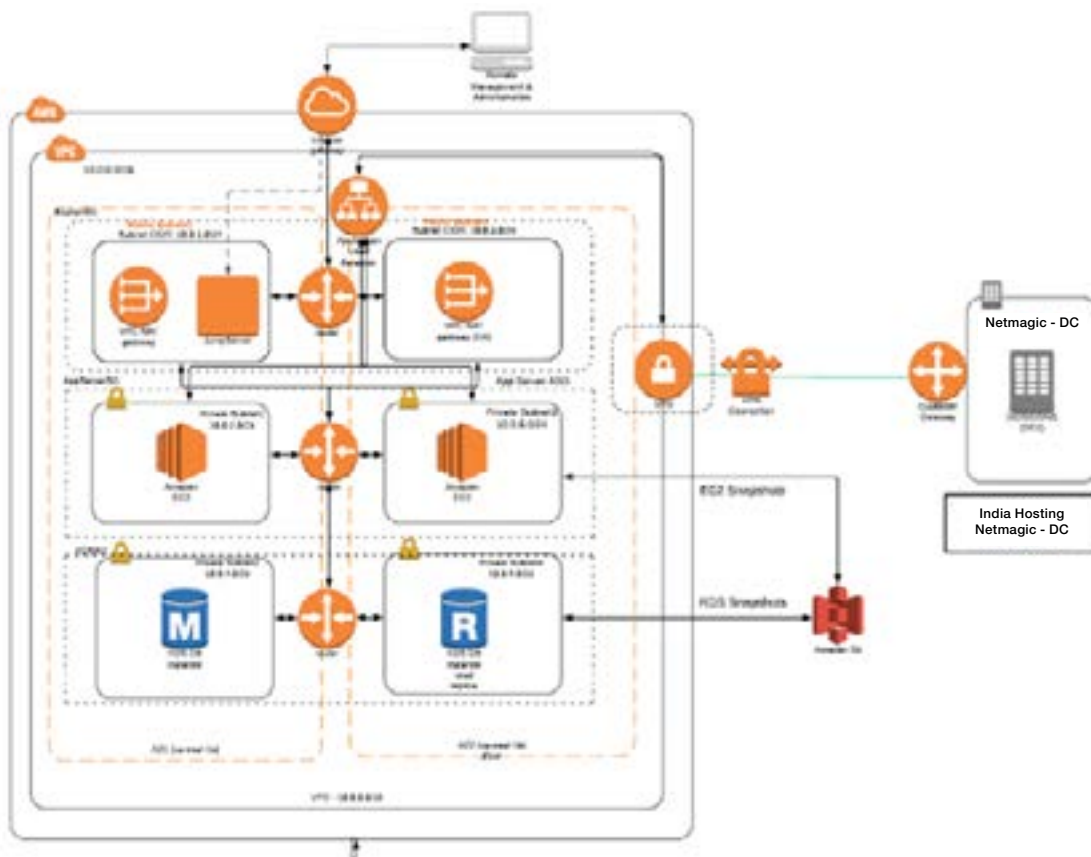
The overall solution on AWS Cloud included:

- **Amazon EC2 and EBS:** The B2B Application was hosted on AWS EC2 instances with GP2-SSD EBS Volumes.
- **Amazon RDS -MySQL:** The client's database was hosted on RDS-MySQL with provisioned IOPS
- **Amazon EBS & Snapshots:** NTT Com-Netmagic used Amazon EBS volumes for managing backups and used Snapshots for taking point-in-time backups and automating the client's backup process

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- **Amazon CloudWatch & CloudTrail:** The CloudWatch feature was used to monitor AWS resources and services in a consolidated manner, using pre-set logs and events. The company also used Amazon CloudTrail for governance, risk management and audits.
- **Amazon Trusted Advisor:** The client also used the Trusted Advisor service to drive efficiencies and lower costs across the portfolio of AWS Cloud infrastructure tools and services used



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□ The NTT-Netmagic and AWS Advantage

By moving its IT infrastructure to the AWS Cloud, California Clothing Co. is now able to scale seamlessly to meet new market initiatives and challenges around global business growth, workload variability and changing market expectations.

“By using AWS, we improved our time to launch our B2B services for the global market from weeks to 4 days. Implement it before the competition. NTT Com-Netmagic has been a key partner in designing and delivering the solution with speed and agility,”

said Parteek Kyan - Founder & CEO, California Clothing Co.

California Clothing Co. was now able to securely run and synchronise workloads across locations and backup their data using AWS services. With NTT Com-Netmagic as a solution implementation partner, California Clothing Co. was able to ensure zero downtime during migration.

The flexibility of AWS cloud and AWS pay as you go pricing model enabled California Clothing Co to scale without adding staff or incurring capital costs. California Clothing Co was able to save capital and operational costs by 30 to 40 percent with AWS.

Using AWS versus on premise infrastructure California Clothing Co. was able to eliminate any hardware-procurement requirements, thereby accelerating their provisioning and deployment time by 80 %.

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