

Modernizing IT-Infrastructure

An agile migration of IT systems in a very short timeframe to ensure high quality service and substantial cost reduction.

Industry

Media and Entertainment

Service

Transformation and Modernization,
Mobility Solutions, Cloud Migration

Technology

Microsoft Azure

Project Timeline

30 PDs/ 2 Months

Client Profile and the Initial Situation

At Wunderman Thompson we exist to inspire growth for ambitious brands. Part creative agency, part consultancy and part technology company, our experts provide end-to-end capabilities at a global scale to deliver inspiration across the entire brand and customer experience.

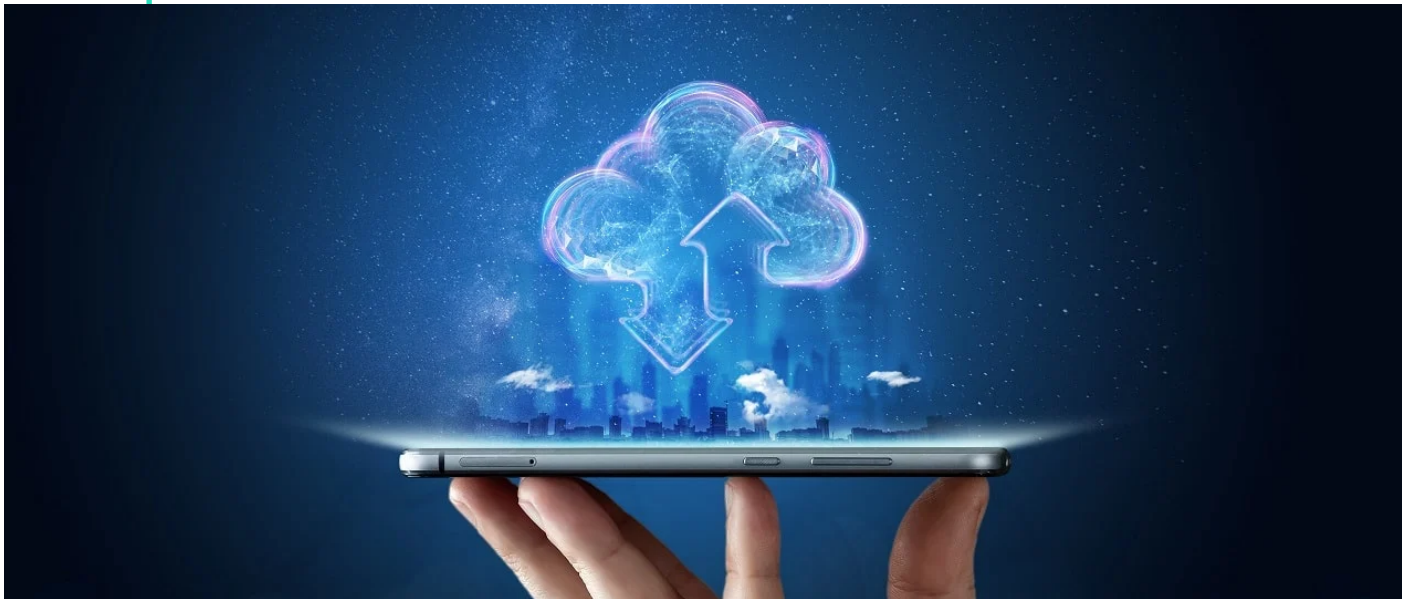
We are 20,000 strong in 90 markets around the world, where our people bring together creative storytelling, diverse perspectives, inclusive thinking, and highly specialized vertical capabilities, to drive growth for our clients. We offer deep expertise across the entire customer journey, including communications, commerce, consultancy, CRM, CX, data, production, and technology.

In a world driven by sensitive and proprietary data, we rely on data centers to keep information safe. Although it does not happen often, at one point material becomes obsolete and needs to be replaced, creating a complicated and expensive situation for the data owners. What are your options? What can be done to create a safe and quick solution?

Wunderman Thompson was hosting a small subset of servers for one of their most important clients. Those servers were hosted and operated by a world leading IT service provider in one of their data centers in Frankfurt. Due to the age of the server technology, several Windows servers ran out of general maintenance in January 2020, making them vulnerable.

Wunderman Thompson had to choose between either performing an in-place migration to a more recent server technology or moving all affected servers to Microsoft Azure.





The Solution

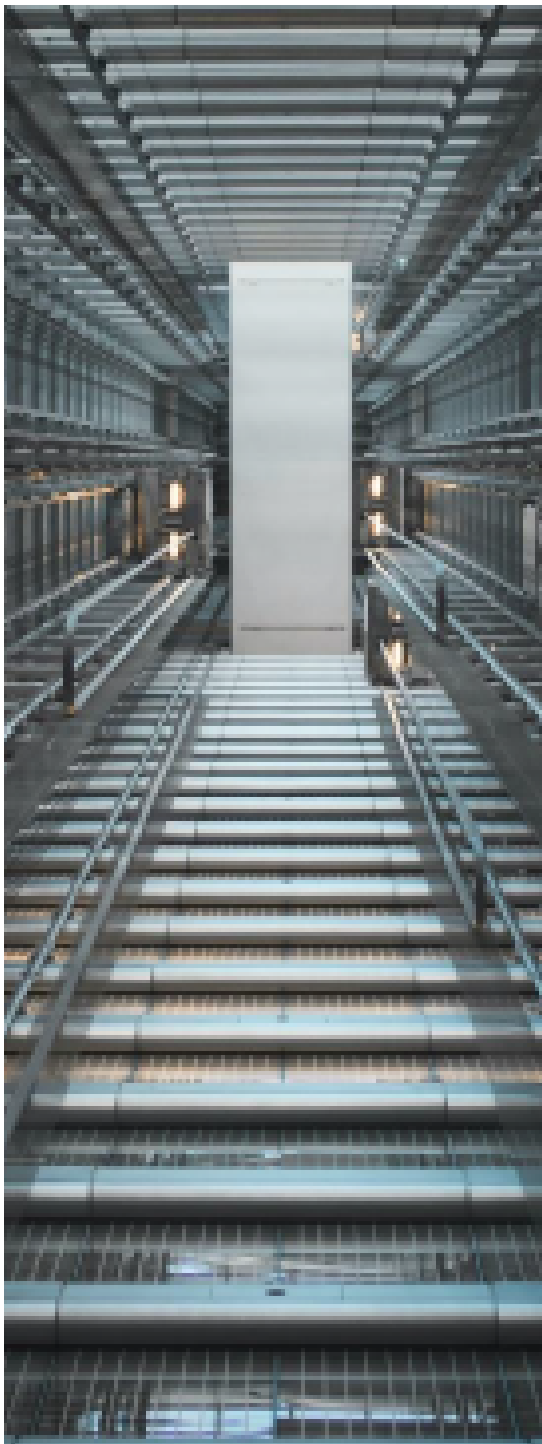
They first evaluated updating the affected server systems in their current location. This evaluation revealed certain shortcomings and drawbacks in dealing with the current service provider, which only offered limited possibilities to solve the problem efficiently. The stakeholders decided to go for the Azure approach and started reaching out to Nagarro.

Nagarro as the partner of choice prepared a concept for a seamless migration to Azure, including a migration roadmap, cost-estimates, benefits and potential drawbacks. This concept subsequently served as a foundation and as a basis for decision-making by Wunderman Thompson's IT management.

Utilizing our proven assessment frameworks, Nagarro started off with an assessment of the servers, rating their feasibility for migration. Subsequently, Nagarro prepared a concept for migrating them to Azure, including a migration roadmap per server, an architecture proposal, a cost-estimation, an operations framework, and security guidelines. With just a few adjustments, Wunderman Thompson can even re-use this concept for any number of server services and thus migrate additional server workloads bit-by-bit.

Before starting the migration of the servers, Nagarro optimized Wunderman Thompson's Azure subscription in terms of security and network connectivity.

The migration itself was implemented by utilizing Azure Migrate primarily, accompanied by Azure Site Recovery, Azure Storage, Azure Monitor, Azure Network services and several third-party tools. To ensure a smooth transition with little to no downtime, Nagarro first simulated a test-migration outside Wunderman Thompson's business hours to ensure service availability after the migration.



Once this simulation was successful, Nagarro migrated the productive servers as well. Post migration, Nagarro further optimized the cloud environment in terms of reliability, security, and operation cost. In the middle of the preparation for the originally planned server migration, an additional, urgent request arose. Numerous databases had to be moved to a new Azure subscription at short notice, a pragmatic and at the same time secure procedure was required.

Through the excellent cooperation with the Wunderman Thompson team, and by bringing in additional resources, Nagarro managed to migrate the databases completely within two weeks.

Impact to Business

1. Reduced total cost of ownership due to Azure's pay-as-you-go cost model
2. Secure and reliable back-up-infrastructure for two more years thanks to Azure's extended support
3. Eliminated risk of exposed customer data caused by outdated server systems

Client Testimonial

"Nagarro proved to be a very competent partner to migrate our client's systems in a very short timeframe. Thus we can ensure to offer high quality service at substantially reduced costs."

*Marius Dahlem
IT Lead, Germany
Wunderman Thompson*

About Nagarro

In a changing and evolving world, challenges are ever more unique and complex. Nagarro helps to transform, adapt, and build new ways into the future through a forward thinking, agile and caring mindset. We excel at digital product engineering and deliver on our promise of thinking breakthroughs. Today, we are 10,000 experts across 26 countries, forming a Nation of Nagarrians, ready to help our customers succeed. www.nagarro.com