On the Shoulders of Giants
AWS Stories by Softchoice

How sporting a new infrastructure changed the game

Defining a path to the goal line

Known for their innovation, it only made sense that the Sports Equipment Manufacturer's (SEM) new on-prem infrastructure was designed with that same innovation in mind.

The SEM's existing setup was put in place less than a decade ago, but as the company's needs grew, its infrastructure started to show signs of strain and reliability issues were becoming more frequent.

It was time for a refresh.

The core goals of the SEM were to achieve scalability and flexibility that could keep up with their needs and growth, and to enable quick, agile responses across multiple departments.

The right partner at the right time

To secure their position as industry leaders, it was imperative that the SEM was able to respond quickly to business demands.

It was evident that the infrastructure they currently had was not what they would need for the future.The team's most vital technologies were reaching end-of-life and end-of-support — but that's not all that was getting in the way. Shipment delays, challenges in the world economy and other uncertainties made physical infrastructure even more difficult to manage and maintain.

Based on all of these factors, cloud migration simply made sense and represented a natural progression for the environment.

With their immediate and long term goals in mind they needed the scalability and flexibility of the cloud. The time had come to step away from their strictly physical infrastructure and lean into the possibilities of a hybrid solution.

While the business was ready, the SEM's infrastructure was not.

To solve this problem, they turned to a long-standing partner — Softchoice — for help supporting a complete cloud transformation.

In previous collaborations with the SEM, Softchoice had provided security support, refreshed WiFi networks and spent 200+ hours per year working on their on-premises data center. While the SEM had worked with other partners in the past, it was the assured quality of service that brought them back into partnership with Softchoice.

Softchoice support made all the difference

Prior to this initiative, Softchoice provided a **Cloud Readiness Review** that helped the SEM's teams understand where their infrastructure was and where it needed to be. The second review, performed right before the official migration, had even more helpful data.

Armed with this information, the Softchoice and SEM teams set their sights on a particular cloud solution: **AWS.**

Impressed not only with the technological capabilities that AWS had to offer, the SEM took note of AWS's approach



to collaboration. Rather than seeing the SEM as simply a customer, AWS approaches these kinds of relationships from a partnership perspective. Between this and Softchoice's proven support, the SEM team decided it was finally time to transition to the cloud.

With the guidance of Softchoice, the SEM was able to navigate the process and achieve their goals not only on budget, but at the best cost possible thanks to the insights of Softchoice's specialists.

Softchoice's efforts didn't stop there, though. The SEM also benefited from **Software Asset Management** support, which made the entire transition possible and empowered internal stakeholders to hit the ground running.

One notable instance of this was Softchoice's support in managing licenses and software portfolios.

> Before this partnership, the SEM had been struggling with SaaS sprawl and unchecked software licensing spend. Thanks to a 30-year history of helping customers manage licensing, overcome pitfalls, reduce complexity and ensure costs never get out of control, Softchoice was able to deliver above and beyond what the SEM had initially hoped to achieve.

Between the **Cloud Readiness Review** and **Software Asset Management** support, Softchoice helped the SEM hit their key goals and beyond. When all was said and done, the SEM had achieved their flexibility, agility and scalability objectives, reduced their reliance on on-prem solutions, improved response times and risk management, simplified resource allocation, and fortified the relationships between their IT and business teams. Just to name a few.

With support from Softchoice, the SEM was able to focus on their strengths: innovation and creativity. The goal for them was to spend just 10% of their time on "keep-the-lights-on initiatives" and save the rest for transformative efforts.

The journey to expansion

As they continue on their journey to further cloud transformation, the SEM has its sights set firmly on an innovative future.

While already global, the SEM is looking to expand its footprint even more. Thanks to the new-found support that AWS provides, they have the flexibility and scalability necessary to make that happen.

For the SEM, a hybrid solution was their perfect-fit. In addition to the wealth of capabilities and solutions available to them on AWS, they were still able to get value from maintaining their on-prem infrastructure to meet some of their unique compliance and security requirements.

Looking ahead, the only thing left to do is tune their application landscape for optimal performance in a fast-moving environment; a task that they've already set on achieving with Softchoice at their side.