Ted Baker Case Study

The Customer

Ted Baker is a global lifestyle brand and retail powerhouse with a worldwide fanbase and millions of customers.

Our Relationship

transACT are a long-term partner and IT advisor to Ted Baker.

Business Challenges

Ted Baker deliver innovation at a rapid scale; the business requires outstanding performance and agility. With media teams across the globe, the existing back-up and storage infrastructure were identified as having capacity, cost performance issues, which offered no scalability to support future initiatives.

Solutions

Public Cloud - AWS.

Products

AWS Snowball, Amazon S3, Amazon S3 Glacier, AWS Storage Gateway, Veeam.

Outcomes

Storage solution implemented by transACT within AWS solved capacity and scale issues. Significant cost savings were made from decommissioning legacy on-prem hardware and licensing costs. Performance was significantly increased for the global media teams. Internal staff resourcing has been reduced by 15 hours a month, and Ted Baker now have access to analytics which will form an integral part of their global strategy moving forward.

> **Ted Baker worked with the transACT Cloud Service team to deliver a long-term strategy storage solution within AWS; delivering increased capacity, advanced performance and a reduction in costs**

transACT cloud services

Ted Baker increases business performance and removes cost with AWS storage solution.

Ted Baker now has a seamless storage solution. Our customers around the business felt no negative impact, and no changes to their workflows were required.

> " The most important business need for us was flexibility, in order to grow quickly. AWS provided us with affordable flexibility to support our business growth, Ted Baker now has a seamless storage solution. Our customers around the business felt no negative impact, and no changes to their workflows were required "

Stuart Carrison, Head of IT,
Ted Baker

Ted Baker Case Study

Ted Baker is a global lifestyle brand offering menswear, womenswear, accessories and everything in between. Due to continued success and increasing sales demand, Ted Baker needed to rapidly scale their infrastructure beyond their traditional on-premises infrastructure and looked to transACT to provide a cloud-based solution.

Business Challenges

Historically, Ted Baker has always used on-premises environments to host business-critical applications and data. With increasing demand, Ted Baker found itself in urgent need of deploying additional storage capacity at a scale that could not easily be achieved using traditional on-prem solutions.

transACT has been a long-term advisor to Ted Baker and are engaged at a management level throughout the business. After discussions with the IT stakeholder and project team, the full scope of the project included the migration of business-critical data across storage tapes and on-premise SAN's as well as the implementation of a governance and security framework.

Working Together

transACT, an AWS Advanced Consulting partner provide a range of services to help customers maximise the benefits of public cloud, and in partnership with Ted Baker's IT Leadership Team embarked on a project to determine performance and capacity enhancements utilising their current ISV Provider Logic Monitor to off-set what could be achieved with a storage migration to AWS.

Both project teams worked together identifying that the existing back-up infrastructure facility had reached maximum capacity and resourcing, alongside licensing costs, a substantial upfront investment would have been needed. This would affect their yearly budgets and would require investment in resources to handle the data sets if this were to increase.

It was also identified that to enable remote working/multiple locations/scaling the business file servers could be migrated to accelerate application/business process of imaging and design of menswear, womenswear, accessories.

transACT identified that Ted Baker would see an immediate cost, performance and security benefits by moving back-ups from the traditional on-premise solution, Veeam and expiring

HP hardware. The solution comprised of a back-up staging area and long-term tape storage solution to a storage gateway and S3 to provide analytics to the business globally going forward.

transACT implemented a Storage Gateway to stage back-ups that solved the immediate capacity problem, this was then integrated with existing software vendor Veeam.

Initially, transACT setup Ted Baker an AWS account for a dedicated storage account and set up the relevant IAM permissions to ensure security was adhered to throughout the process. transACT provisioned an AWS Storage Gateway integrating with VMWare for Ted Baker to allow access from the data centre securely to AWS S3 by creating the handshake within Veeam and the backup repository. The scheduling was kept persistent to keep in line with Ted Baker SLA's.

In parallel, transACT leveraged Snowball to move LTO 3,4,5 file data rapidly at scale into AWS without impacting network performance. Capacity transferred was 75tb to AWS S3 within a two-week period which allowed Ted Baker no impact on their internal bandwidth of a 100mb Line or manpower to coordinate internally with various departments.

Why Amazon Web Services

"**AWS is widely recognised in numerous key business areas,**" stated Stuart Carrison, Head of IT at Ted Baker. "**The most important business need for us was flexibility to grow quickly. AWS provided us with affordable flexibility to support our business growth**".

"**Clients want to focus on delivering value to their customers without being bogged down with non-core functions,**" added Carrison, "**as the pace of innovation – and customer demand for innovative products – accelerates, we can look forward to leveraging the combined technical expertise of AWS and transACT to shorten time to market**".

Ted Baker and transACT used several AWS Services to create the storage solution to optimise costs such as **Amazon S3** for a back-up repository and staging area to provide inside analytics to the business.
Integration of **AWS Storage Gateway** with Ted Baker's existing backup software Veeam was used in the interim to allow no loss of data in the transition to AWS. For the bulk of the legacy data on LTO 4,5,6 tape **Snowball** was the preferred and quickest service to allow Ted Baker to manipulate the data effectively.

Ted Baker also appreciated that it received regular updates on new features that were on the horizon – an important differentiator for it as a company with technology at its core.

Outcomes

Ted Baker now has a seamless data access solution, regardless of team member location, across global offices. The implemented solution allowed global media and design teams to upload their required content to a centralised location without having the burden of substantial data management challenges, and teams around the world experience high-performance access.

The solution provided improvement of areas within Ted Baker such as capacity provisioning, capacity planning, performance and cost.

The increased capacity that scaled with demand improved performance along with a reduction of expenditure of physical hardware helped reduce costs and overheads, continuous scale challenges and back-up headaches.

SLA metrics from Ted Baker demonstrated that over a 3-month period prior to the AWS storage migration project, maintenance and resourcing, which had previously stood at 15 hours a month had dropped to 0 hours for the following 3-months; completely removing the cost from the business

Legacy on-prem file servers have been decommissioned, reducing IT costs and overheads, continuous scale challenges and back-up headaches.

Using the model transACT and AWS has provided, Ted Baker business will be expanding its global online presence to new locations globally as the scalability of AWS has demonstrated tangible ROI for the business.

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