



## Case Study

# On-premise to Cloud Migration For Automotive Retailer

## Summary

One of the largest automotive retailers in the US wanted to migrate its on-premise data to virtual cloud to provide its consumers a better experience by connecting them with the OEM, and dealers. The client also wanted to provide quick results for customers who are searching for vehicles in their mobile and web applications. Automotive retail cloud is one of the latest emerging technology because of its impact in providing seamless customer experience. The client approached Expedite Technology Solutions to migrate its on-premise data to cloud

### Client Goals

- To connect three different stakeholders: OEM, dealers and consumers
- Improve customer buying experience
- Eliminate cost of its data center operations

### Technology & Services Leveraged

- Technology Consulting
- AWS EC2
- VPN Backup
- VM
- Database technology
- Staff training

## Challenges

The client was working with more than 10000 dealers and all leading vehicle manufacturers. There was lot of data including vehicle specifications, pricing, and availability that are accessed by consumers with a single click through its website. The client's in-house data center team didn't have the expertise on the best practices for cloud deployment and the related security implications. The application security was also a major concern as data stored contains consumer's personal information.

## Strategies

Expedite Technology Solutions performed an audit of the on-premise infrastructure to understand the requirements and decided to migrate to AWS cloud. Expedite's team worked with the client's data center team. Using Lift & Shift, Expedite seamlessly migrated and deployed the application in an AWS environment. The in-house team was also trained on the AWS environment to manage and optimize the infrastructure for cost efficiency.

## Results Achieved

- Sales Increased By 24%
- Cost Reduction by 30%
- Customer Satisfaction Score Increased By 30%

**Are You Looking For Cloud Migration or  
Infrastructure Management Services?**

**Talk to Experts At Expedite**

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