

Case Study: LIONS

The Customer

The LIONS brand is probably most synonymous with Cannes Lions, The International Festival of Creativity for the global creative communications and advertising community. LIONS is going through an exciting repositioning as the 'The Home of Creativity', supporting creative businesses at every step of their journeys with an extended portfolio of advisory, learning and intelligence services.

Business Challenges

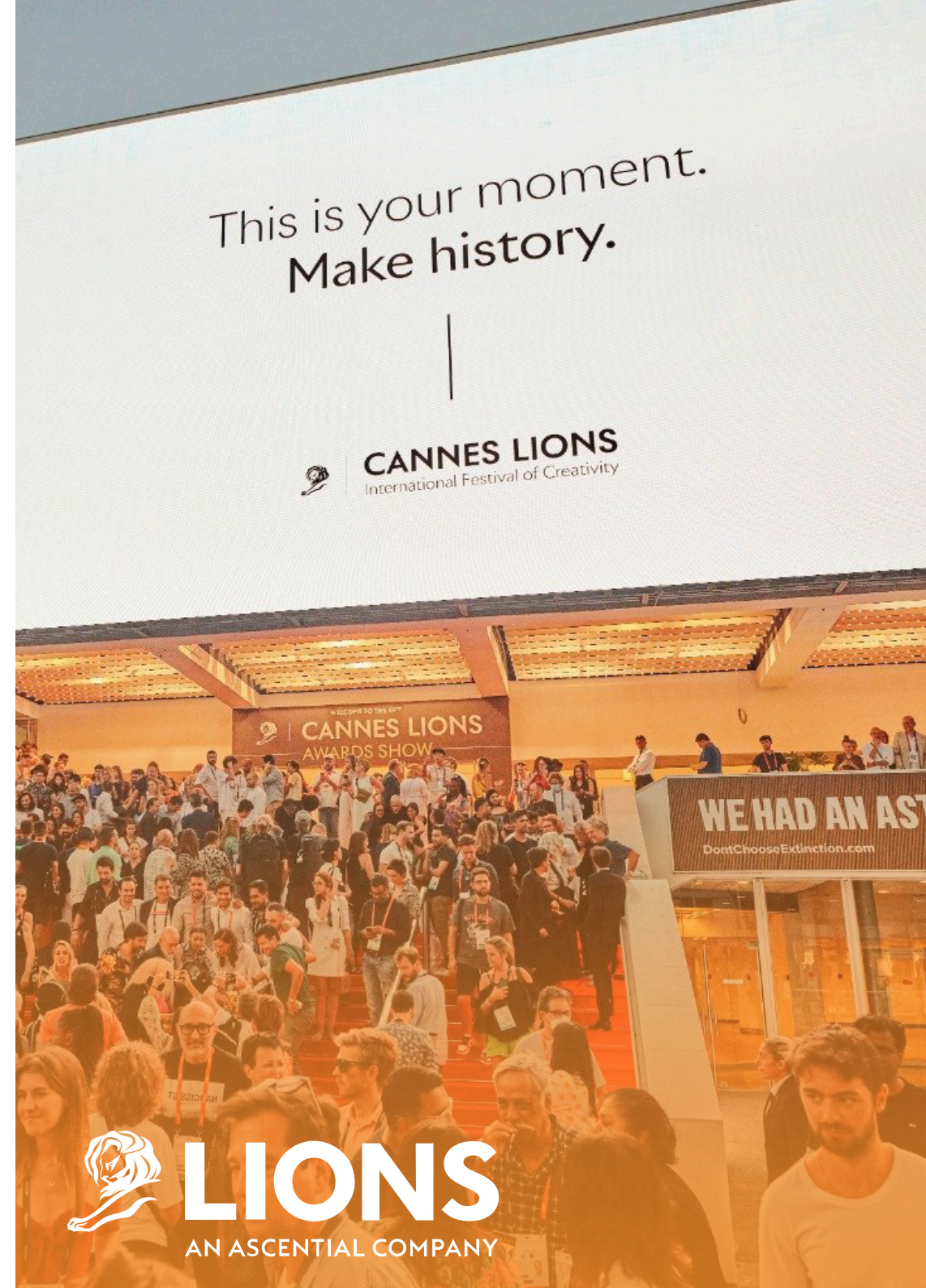
The LIONS brand works with the world's leading consumer brands in driving progress through creativity, requiring their applications to have outstanding performance and agility. With the expansion of their portfolio of new advisory, learning and intelligence service, their existing infrastructure was creating a bottleneck that only a cloud solution could solve by improving time to market and driving innovation.

Solutions

Migration Readiness Assessment - Migration Evaluator - Application Discovery Service - Database Migration Service - Relational Database Service (RDS) - Simple Storage Service (S3) - Quicksight - Lambda - EC2 Dedicated Hosts

Our Relationship

LIONS reached out to long term trusted partner transACT Technology Solutions, an AWS Advanced Consulting Partner for their expert direction on best practices and practical solutions when migrating to the AWS Cloud.



Working Together

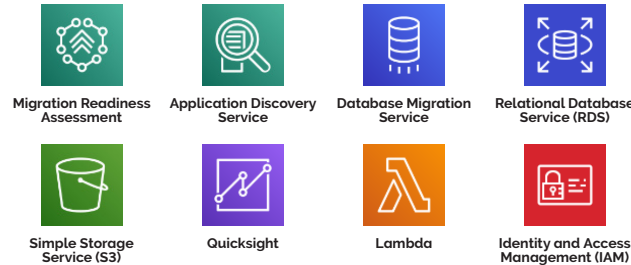
The transACT project team worked alongside LIONS Stakeholders to build an AWS environment ready to implement the production solution for their new business intelligence services. To start the migration journey, transACT assessed LIONS current readiness for operating in the cloud, utilising the Migration Evaluator to provide a total cost of ownership (TCO) projection, OLA and the Application Discovery Service to automatically collect and present detailed information about the application dependencies and utilisation allowing for informed decisions before the actual migration takes place. After the assess phase, transact implemented the landing zone on the mobilize phase to implement the core foundations to scale. transACT, as part of the implementation of the migration phase, carried out transfer of production workloads to AWS. Due to the licensing agreements in place for LIONS, transACT completed a lift and shift to transfer part of their Microsoft Windows workloads to Dedicated EC2 Hosts. To reduce the licensing costs further, transACT migrated LIONS SQL Server to Amazon Aurora (PostgreSQL) using the AWS Database Migration Service.

To drive innovation and modernisation transACT utilised the AWS Application Discovery Service in doing so transACT were able to implement a new ETL pipeline utilising AWS fully managed services S3, Lambda, Data Pipeline and Redshift. To provide LIONS with better data-driven decision-making capabilities, Amazon QuickSight dashboards were configured with identified key values from datasets in Redshift.

Ensuring data continues to be secure, login IDs for partners and 3rd party access were established, whilst identifying how to address multiple customer logins and separation of Datasets. Lions has successfully leveraged machine learning capabilities on top of Data warehouse services such as Amazon Redshift to

store and analyse structured and semi-structured data from across multiple operational databases, and data lakes. This approach has delivered the most flexibility and best price performance in a scalable manner unlike their restrictive onpremises infrastructure. By migrating to the AWS cloud, LIONS has incorporated data analytics into their infrastructure while providing them with cost-effective, easy to build visualizations, and interactive business intelligence the company needs.

Solutions:



Outcomes

The migration has provided the LIONS portfolio expansion with the operational resilience and performance of which they lacked with their exciting infrastructure. Creating a cloud-native culture as part of the long-term application strategy means that the LIONS brand has increased capacity that scales with demand, resulting in improved performance along with a reduction of expenditure of physical hardware, helping to reduce costs and overheads, whilst resolving the scaling challenges and back-up headaches. Using the model transACT and AWS have provided, the LIONS brand is able to expand its global online presence to new locations as the scalability of AWS has demonstrated tangible ROI for the business. transACT Technology Solutions has guided Lions through the process of migrating on-premises data into the data lake, creating

optimised ETL processes, cleaning the raw data for usability, followed by report building. transACT additionally provided education and knowledge transfer so that the wider Lions team was capable of independently creating and running BI reports as new data becomes available.

About transACT Technology

Solutions:

As an AWS Advanced Consulting Partner, transACT's specialist cloud practice has helped numerous enterprise businesses assess, plan, move and manage cloud. The team has extensive in-house knowledge and accredited amongst others. Our seasoned cloud experts align IT to address our client's business objectives whilst improving processes, reducing costs, and meeting regulatory compliance.