

SAMSUNG SDS Cloud Case Study

Cloud migration for marketing innovation

Case of reliable migration of all components from infrastructure to application into the cloud

Challenge

A global company had to launch marketing promotions within a very short time and wanted to provide its service without interruption during these promotion periods.

However, due to frequent service failures from the existing infrastructure and inadequate response of the failures, the global business operator suffered from enormous damages, and work efficiency was lowered because of slow processing speed for large-scale data set. Furthermore, increasing cloud cost was an obstacle to carrying out marketing activities successfully.

To overcome these challenges, the company needed a stable, flexible and secure cloud architecture. It had to find the way to rapidly migrate its SAP-based marketing system to a cloud environment without service interruptions, and wanted to be provided with high-quality operation service in the new cloud environment.

Delayed promotion schedule	Lowered operational efficiency	Exceeded IT budget
<ul style="list-style-type: none">· Frequent failures and inadequate response	<ul style="list-style-type: none">· Slow large-scale data processing	<ul style="list-style-type: none">· Increasing cloud operation costs

SDS Cloud Service

SDS Hybrid Cloud Platform

Samsung SDS offers Hybrid Cloud service to the customers by integrating the SDS Cloud, a private cloud optimized for enterprises, and multiple public clouds provided by Global CSPs. Hybrid Cloud Platform is also provided to develop, operate and manage all the clouds.

- Integrated governance of hybrid cloud: Cloud in One
- Automated migration between different clouds: MMP (Multi-cloud Migration Platform)
- Integrated monitoring of hybrid cloud: IMP (Intelligent Monitoring Platform)
- Automated deployment from infrastructure to applications: SRE (Site Reliable Engineering)

※ GGlobal CSPs: AWS, MS Azure, Oracle Cloud Infrastructure, Google Cloud Platform, Tencent Cloud, Alibaba Cloud, etc.

Solution

Optimized cloud architecture for business characteristics

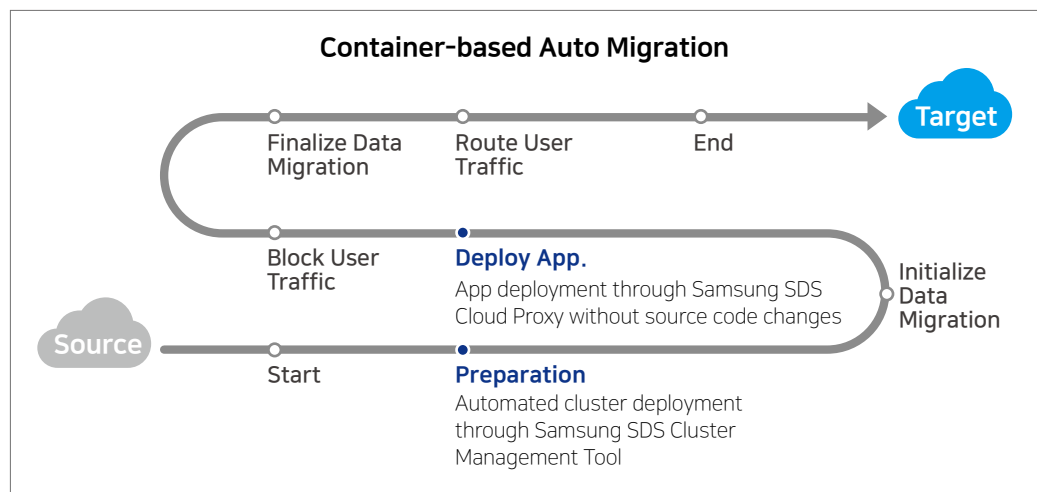
- Recommend optimized cloud architecture providing the best performance and lower cost through analyzing customer business characteristics
- Design and construct flexible and scalable cloud architecture

Quick cloud migration from application to data

- Suggest stable migration plan by conducting pre-assessment of the migration tool
- Reduce migration time and effort by creating Kubernetes-based container clusters

Integrated operation based on SDS Hybrid Cloud Platform

- Implement operation environments from infrastructure to applications
- Manage resources and provide a single point of contact to the customers



Benefit



**Speed up
data processing**

Daily Batch speed x10



**Improve service
availability**

99.5% → 99.99%



**Improve operational
efficiency**

Integrated operation
platform

FOR MORE INFORMATION

SAMSUNG SDS

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