



Empowering India's 2nd Largest FMCG company with Full Stack Infrastructure Services



Incorporated
in 1884



India's 2nd largest
Fast-Moving
Consumer Goods
(FMCG)



Manages assets
worth of
INR 77.48 billion



Employee
Strength of
7,200+



Our Approach

- The client needed to rationalize their existing cloud services which was growing hap hazard & was expensive and difficult to manage. Critical marketing site were running on legacy servers, as a result there were constant performance issues and latency issues as the servers were hosted not in proximity of the larger user base. Constant
- The web application at Dabur goes for constant upgradation in terms of content and features hence they needed a scalable architecture.



Our Solutions

- Since the web application at Dabur were business critical and undergoes constant upgradation in terms of content and features hence they needed a scalable architecture in place of the legacy infrastructure with zero or minimal downtime. As part of solution, we migrated the servers from for Southeast Asia to India region to reduce the latency issues and post the migration we planned for side by side migration to tackle the performance issue keeping in mind the minimal downtime request. In the migration process, we created the infrastructure using the latest innovations in Azure Virtual machines and SQL enhancements like SQL Always on to increase the performance. We address the last piece of the puzzle i.e Cost leakage by enabling cloud management platform (Centilytics) to track every dollar spent.



Business Impact

- Dabur envisions Progressive Infotech as an extended IT Team and trusts the technical competency of the cloud team.
- With introduction of the Cloud CMP we were able to optimize their infrastructure and hence curtailed the cloud cost sprawl.
- The customer was exploring other Hyperscale cloud providers but with the introduction of the Cloud CMP we were able to curtail their infrastructure cost (by ~18%) and optimize their infrastructure.

About Progressive

A Digital Workplace Service Transformation company, Progressive Infotech specializes in Automation-led employee services and full stack Infrastructure Services with an unparalleled expertise of over 2 decades. With position on the Gartner Magic Quadrant, we help enterprises future-proof their digital workplace by providing employee-centric solutions. Encompassing more than 1200+ professionals, 150+ active clients, and an integrated 24x7 operation center in India's National Capital Region – we manage technology, talent, and tools to ELEVATE end user experience and keep your digital infrastructure always on and always available.

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