

# Azure Cost Optimization for Essense of Australia

## CLIENT SUCCESS STORY

### INTRODUCTION

Essense of Australia is a leading international bridal design house and wholesaler that creates and manufactures award-winning gowns for independent bridal retailers throughout the world under labels Stella York, Essense of Australia and Martina Liana, as well as private label collection Oxford Street and bridesmaid label Sorella Vita.

in order to scale globally and reach new markets, they decided it was time to move their on-premise infrastructure to the cloud with a trusted Partner to free up their internal IT support team. They came to Pomerol to have us both manage the service and optimize costs.

### CHALLENGE

After moving their on-premises infrastructure to Azure Cloud, Essense of Australia was incurring high monthly costs and were needing help in finding efficiencies to reduce their monthly spend on cloud services.

### SOLUTION

We leveraged reserved instances for 3 years on all virtual machines running 24/7 where we knew the infrastructure would be utilised over the next 3 years.

To reduce costs on Azure Windows licencing, we implemented windows Hybrid licencing model whereby the client purchased Windows licence packs from a 3rd party vendor at a competitive price point covering the number of CPUs in use allowing them to turn on hybrid mode which in turn removed Microsoft licencing from the monthly billing of each virtual machine.

We similarly did this with their SQL production licences. The client purchased these via the same 3rd party vendor, allowing them to turn on SQL Hybrid mode, again, removing the SQL licence costs from the monthly billing cycle.

Through reviewing metrics and understanding the usage of the applications running on the underlying servers, we were able to right-size the servers to maximise performance in production environments and provide more cost-effective compute within their development/UAT environments.

### Company Highlights

Region: **Global**  
Sector: **Retail**  
Industry: **Fashion**  
Division: **Technology**  
Solution Technologies: **Microsoft**  
Solution Products: **Microsoft Azure**  
Solution Service Type: **Managed**

ESSENSE  
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Microsoft  
Partner



Gold Data Analytics  
Gold Data Platform



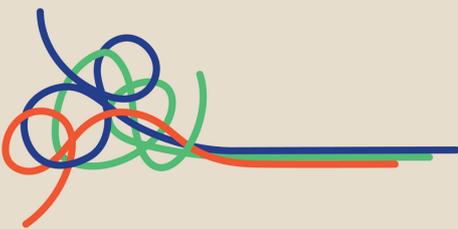
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"Pomerol was able to provide us some substantial savings for our Microsoft Windows Server and SQL Server licensing, almost \$150k/year and they made the process easy and uncomplicated." – Megan Mann, Director of Data and Analytics, Essense of Australia

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## SOLUTION CONTINUED

By monitoring the environment and establishing how users were interacting with the applications we were able to determine that by switching off unused infrastructure during periods of inactivity, the client was able to make additional cost savings.

## RESULT

Overall, our solution provided effective cost savings to this client while still providing the ability to scale (increase or decrease) server, database, storage, and license capacity on-demand if required.

Reserving instances over a 3-year term resulted in cost savings up to 45%.

Switching to Hybrid windows licencing resulted in cost savings of 80% to 90% on Windows licencing costs.

Switching to Hybrid SQL licencing resulted in cost savings of 60% to 70% on SQL licences costs.

Right sizing the infrastructure through reviewing usage resulted in savings of 30% to 40%.

Reducing up-time of certain servers resulting in savings of 10% to 15%.

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## ABOUT POMEROL

We create and deliver meaningful Data-Driven Business Focused Solutions & Services. We've been operating in Data Analytics and Intelligence Reporting for over 8 years within Pomerol and our Partners have a cumulative 100 years in Global Experience. Pomerol partners with our clients to optimise the intersect between changing business demands, technological progress and sustainable business growth.

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