CASE STUDY

relevance lab

Business Transformation for a US-Based Media and Publishing Major

A Multi-year DevOps-led transformation program

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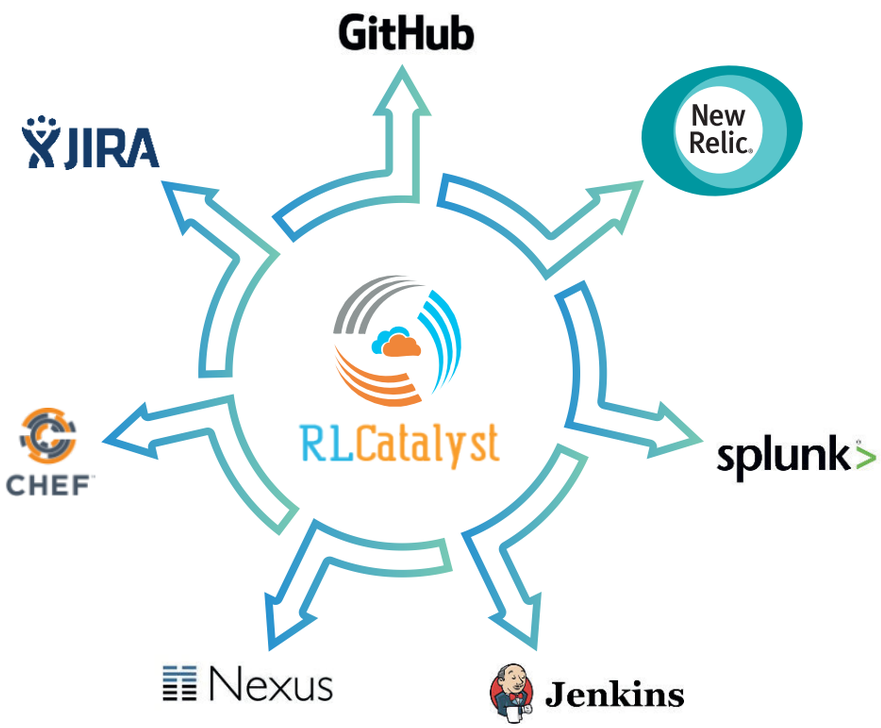
Overview

We added self-service capabilities to application development and business teams, increasing the overall productivity. Using its DevOps-led transformation approach, Relevance Lab team also helped in reducing the infrastructure Capex, improving asset utilization and reducing costs.

Challenges

- Enable expansion to reach international markets, beyond the US.
- Build scalability to match growth, with agility for faster go-to-market and customizability to address localized market needs.
- Self-service capabilities with single-click provision of new environments. Migration of legacy applications to the Cloud.
- Reduce OPEX. Optimize costs across data center and Cloud assets.

Approach



- Adopt a DevOps-driven approach for moving to a Cloud-based-infrastructure, for modernizing their application portfolio and for using Open Source technologies.
- Transform IT infrastructure to increase automation, scale as per business needs and support business with the necessary SLAs.
- Write new applications for the cloud and, in the process, pave the way for adoption of a new Open Source technology stack, instilling agility and ef≥ciency into application development and accelerating GTM releases.
- Modernize existing applications built on legacy proprietary technology stacks (such as WebLogic).
- Open Source Technology stack

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Solutions

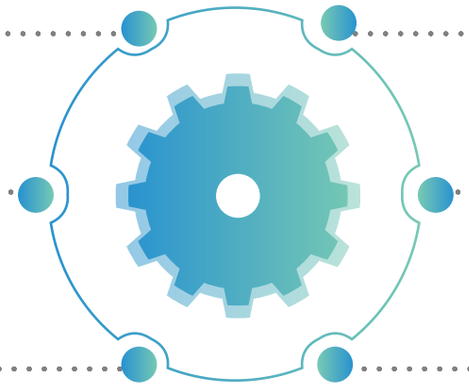
- Single console for managing all IT Ops and ITSM processes, with real-time dashboard and alerts for monitoring of usage, performance and costs of IT assets.
- DevOps-driven Infrastructure Automation, Provisioning, and Orchestration & Management product for Application Lifecycle Management (ALM) processes, CI/CD, Environment Automation and Log and Application monitoring.
- Tool for assessment of 100+ legacy applications for migration to the cloud and engineering of all new applications for the Cloud Infrastructure as a code (versionable, testable and repeatable).
- Setting up of 6 Global Zones (APAC, Africa, Canada, LATAM, China and EU).

Outcomes

60% reduction in Infrastructure CAPEX.

23% improvement in asset utilization.

Single-click provision of new environments as against earlier time-consuming manual process.



30% faster release cycle of new products.

40% reduction in cost of assessment and migration of legacy applications to the Cloud.

Self-service capabilities brought to development and business teams thereby increasing overall productivity and freeing up the IT team to focus more on areas such as Cloud and legacy application modernization and migration.

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About Relevance Lab

Relevance Lab is a specialist services company with re-usable technology assets in the area of DevOps, Cloud, Automation, Service Delivery and Supply Chain Analytics that help global organizations achieve frictionless business by transforming their traditional Infrastructure, Applications and Data. In the changing technology landscape and consumer preferences, Relevance Lab enables global organizations to adopt 'asset lite, growth model by leveraging Cloud (IAAS, PAAS, SAAS) to shift Capex to Opex; Automation to improve efficiency and reduce costs; Build an end-to-end ecosystem connecting Digital Products to backend ERP platforms; Agile Analytics to provide real time business insights and improve customer experience. Relevance Lab has invested in a unique IP based DevOps product 'RL Catalyst,.

Incorporated in 2011 and headquartered in Singapore, Relevance Lab has specialized professionals across its offices spread across India, US and Canada.

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