



Optimizing websites, building brands

Multinational food, snack and beverage company saves 30 percent on website costs and scales workload environment to handle traffic spike of as much as 900x normal

Business challenge story

In the snack food and beverage game, the brand is everything. Global brands spend hundreds of millions of dollars to create an image and fiercely guard it through sponsorships and endorsements, through print, radio and television advertising, and on their websites. Brands suffer if consumers' experience on any of those channels falls short of expectations.

A global food, snack and beverage company needed to ensure their 70 brand websites worldwide performed at peak - their workloads and page speeds optimized, their security maintained, their uptime assured - regardless of one-off spikes in traffic demands or unforeseen outages or natural disasters.

Equally important is page-speed, which is a function of proximity and scalability. The company needed to migrate its website properties from a dedicated private cloud platform in two US-based data centers to a more geographically distributed, regionally based private cloud environment. The environment needed to be highly scalable to sustain the short-term workload demands of special events or campaign-driven traffic spikes to the websites. To ensure uptime and fast recovery in the event of a disaster, the company needed to establish a disaster recovery location

Transformation story

CenturyLink has been providing managed hosting services to this international company for nearly a decade and was selected to migrate their website workloads over Amazon Web Services (AWS) and Microsoft Azure to multiple data centers. By moving its

Business challenge

One key factor in brand reputation, especially for image-conscious consumer products, is the user experience a company's website delivers. This international company responsible for 70 brands needs to ensure a superior, consistent web experience across a globally dispersed and dynamic workload environment.

Transformation

This global enterprise worked with CenturyLink to migrate workloads to AWS and Microsoft Azure across multiple data centers, helping them to establish a new disaster recover location that delivers a fast, reliable and secure website experience to its visitors worldwide.

Results

Cut costs by 30 percent
reduction in monthly people and server costs

Increased scalability
to handle traffic spikes as much as 900x normal

Safeguarded brand
by ensuring website uptime, performance and security

security content delivery network and web application firewall to a cloud-based solution, this snack, food and beverage company can now go over any Azure region globally and turn on a secure environment.

CenturyLink chose to use its Managed Services Anywhere on Cloud Application Manager (MSA on CAM) to enable the migration. Utilizing MSA on CAM, CenturyLink helped manage the hybrid AWS and Microsoft Azure multi-cloud environments' workloads on a single platform, providing the customer with a single managed services methodology.

Results story

Providing a consistent experience across providers and platforms helped the client to achieve a 30% monthly savings on administrative and server hardware costs associated with each of its customer's 70 brand websites. At the same time, CenturyLink teamed with the company to add a disaster-recovery site to shorten its recovery time objective from days to minutes helping to ensure maximum website uptime.

With enhanced workload scalability, the company was equipped to meet the load processing demands generated by massive traffic spikes, like the one that occurred when their ad ran during the big annual championship football game. When the ad for one of their brand name products ran, it generated 900x normal traffic for 10-minutes before returning to normal without issue.

The company's decision to partner with CenturyLink for the migration of workloads across multiple data centers has helped protect their brand while equipping their 70 websites to comply with their customer's requirements for responsiveness, stability and availability.

CenturyLink has the tools, processes and people to help you deliver a consistent customer experience across multiple cloud platforms. Contact us to learn more.
