



# Case Study

## CBTS guides energy consulting firm move to Microsoft Azure Public Cloud

### Client

#### Energy Market Consultants

As focused consultants in the energy market our client values the critical role utilities play and want to help organizations thrive in an increasingly competitive industry by providing fresh insights, innovative strategies, and data-driven marketing solutions that improve and solidify the relationships their clients have with their customers. Based in Ohio, our client has been providing utility data, analytics, and industry knowledge to strengthen customer relationships for over 20 years.

The client came to CBTS looking for direction and assistance in understanding what options were viable in a rapidly evolving IT environment and sought expert advice on what was right for their business going forward.

Challenge	CBTS solution	Results
<ul style="list-style-type: none"> <li>• Rapid expansion of organization</li> <li>• Outgrew previous managed services provider</li> <li>• Had to weigh benefits of updating existing infrastructure hardware or migrating to the cloud</li> </ul>	<ul style="list-style-type: none"> <li>• Migration of existing infrastructure and applications to Microsoft Azure Public Cloud</li> <li>• CBTS Managed Services to implement, monitor, and manage the client's new infrastructure</li> </ul>	<ul style="list-style-type: none"> <li>• Security and compliance meet regulatory standards and protect data</li> <li>• Switching from CapEx to OpEx reduces costs and produces a predictable monthly fee</li> <li>• Improved performance, availability, and scalability of infrastructure</li> </ul>

## Challenge

Our client is a rapidly expanding organization and found that they were quickly outgrowing their previous small, managed services provider. They came to CBTS to discuss the option of moving their existing hosted production environment “in-house” and procure new hardware. They also explored the option of moving to a cloud-based offering, but they were unsure exactly how they would do that and needed insight on the process of performing a total migration to the cloud.

## CBTS solution

CBTS worked closely with the client to identify their strategic goals. After multiple conversations comparing the cloud OpEx model and the flexibility it provides in comparison to the CapEx model of dedicated infrastructure hardware, our client asked CBTS to design their new Microsoft Public Cloud Azure tenant for their mission critical infrastructure and applications. Our experts assessed their current IT environment for cloud readiness and developed a roadmap to accomplish a secure migration of their existing workloads to the Azure cloud. CBTS Managed Services removed the burden of infrastructure maintenance and provide 24x7x365 monitoring, management, and offsite data backup for the client.

## Results

CBTS was able to help the client understand all of the options available so that they could make a confident decision based on the recommendations provided to suit their business needs. The client now has a simple, predictable monthly fee in lieu of costly and disruptive hardware and software upgrades. CBTS Managed Services maintains, monitors, and manages the client's cloud infrastructure to remove the burden of IT staffing from the client. The solution provided by CBTS improved the availability, performance, and scalability of the client's critical infrastructure and applications that drive their business. CBTS helped the client remain competitive in the rapidly evolving IT landscape and established the right cloud environment for their business needs.