

Partner Use Case: Hosted Private Cloud Advanced Access & DRaaS

\$3.5B manufacturer of sports merchandise and collectables



Customer Profile

American online manufacturer and retailer of officially licensed sportswear, collectibles, NFTs, trading cards and sports merchandise, as well as sports gaming and iGaming. Company acquired trading cards business and is combining the two divisions, Commerce (B2B licensed sportswear) and Collectibles (trading cards).



Customer Problem

Pain Points & Requirements:

Customer was in a situation where they were experiencing multiple outages from current provider and did not have the ability to manage their environment within that current platform. This was not only detrimental to their ability to scale and their corporate growth strategy, but also creating enormous risk as they also did not have a DRBC strategy or redundancy built into the platform.

Desired Outcomes:

- Improved, single platform to build their critical, compliant applications
- Improved system performance – performance and reliability is critical to their commerce business and was at risk with current providers platform
- Flexibility – the ability to connect to their sister company in AWS/Flexential workloads seamlessly and ability to scale
- Security – having a DR environment they can recover from in the event of a disaster



The Solution

Solution Overview:

- Company has been in a cycle of acquisition and consolidation that has been proving challenging with the traditional infrastructure strategy of purchasing physical hardware
- We positioned Flexential Hosted Private Cloud Advanced Access in Atlanta to allow for the teams to adjust to cloud services without a drastic change to the management console they use today.
- CIO expressed concerns about the current lack of data protection within their services, so we positioned Flexential DRaaS and BaaS services to improve system availability and protection.
- We were able to provide all of this including connectivity at both sites which allows for their small IT teams to continue to focus on applications while reducing infrastructure management overhead.
- Location(s): Atlanta, GA (ST Advanced Access), DEN (DRaaS)



Partner Value

Deal Value

- MRC: \$125K
- TCV: \$3M
- NRC: \$150K