

# Metro Brands Seamlessly Migrates SAP Landscape to AWS for Greater Stability & Agility

Metro Brands Limited, India's fastest-growing footwear and accessories retailer, successfully managed its data center footprint while reducing operational costs, by migrating its SAP applications to the Amazon Web Services (AWS) Cloud. This move was made possible with the support of Cloud4C, allowing Metro Brands to achieve greater agility to provision on-demand SAP systems and lower capital investments.

## Metro Brands: A Retail Footwear Giant in the Indian Fashion Industry

In 1955, Metro Brands opened its first store in Mumbai and has since evolved into a one-stop-shop for all footwear needs. Under the Metro Brands Ltd. umbrella, a diverse and robust portfolio of brands has thrived, from iconic Indian names like Metro Shoes, Mochi Shoes to international sensations such as FitFlop, and Fila. The Company's growth, characterized by the fusion of Indian heritage and international flair, serves as evidence of its steadfast dedication to quality, innovation, and customer satisfaction. Today, Metro Brands has blossomed into a formidable house of brands with 800 stores located across India.

Facing the need to transition from an on-premises setup, Metro Brands transitioned to the AWS Cloud platform for its production SAP workloads. The BAU SAP landscape based on Windows & SUSE Linux Enterprise Server, hosted on the HP platform, had to migrate to the same technology stack on a new hardware leveraging SAP's standard tool Software Package Manager (SWPM).



## Migrating Existing Technology Stack to New Hardware with the Help of Cloud4C

Cloud4C played a crucial role in helping Metro Brands migrate their SAP infrastructure to AWS Cloud. The migration involved multiple technology upgrade covering the Operating System, Service Pack and Component Patches. Additionally there was a very small downtime window to ensure negligible business impact. To align with these objectives, Cloud4C implemented key systems and processes in AWS with SAP migration project, smooth and comprehensive thereby ensuring a smooth transition of an upgraded version of SAP on the AWS Cloud..

### Enhanced Scalability

The customer has high expansion plans and one of the requirements for them scalability. The requirement for increased storage space to accommodate growing data volumes, better server performance, and improved end-to-end process management was also at hand.

When using SAP HANA on premise, expanding system resources imposed expensive infrastructure upgrades. Despite having a set amount of resources guaranteed, complexity becomes an issue. Significant time and effort were required to ensure that additional infrastructure implementation fulfils all requirements. Moreover, any disruptions or hiccups could undo the gains achieved in provisioning and scalability. However, leveraging SAP on the AWS Cloud, allowed Metro Brands to enjoy the benefits of rapid and flexible scaling up or down as needed. With AWS instances, storage, networking, and compute infrastructure can be easily adjusted based on various factors, such as shifting loads.

### Security & Compliance

Strong security capabilities are integrated into AWS services, so customers get built-in networking security. In addition to Cloud4C's robust security best practices embedded into its framework.

### Better Cost Optimization Opportunities through Various Key Integrations

Metro Brands was empowered to maximize efficiency and minimize unnecessary expenses after Cloud4C was able to develop a tailored solution for them. Reducing TCO is the top driver for Metro Brands looking to migrate from on premise SAP. This involved taking into consideration key cost optimization approaches like appropriate provisioning and right-sizing.

## KEY RESULTS



**Lowered**  
IT operational costs



**Improved**  
stability and agility



**Reduced**  
capital expenditure



**Stable**  
secure and highly  
available environment  
in AWS

## TESTIMONIAL



For us at Metro Brands, transitioning SAP infrastructure from on-premises to the cloud was a critical need. Cloud4C not only provided technical expertise but walked with us seamlessly throughout the process. We thank Cloud4C, for their unwavering support and the highly skilled team of experts that were extended to us.

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