



Managed Services **Reduce** **IT OPEX by 90%** for a US Retailer of Educational Merch





Challenges

- **High Operational Costs**
- **Complicated Vendor Ecosystem**
- **Legacy and Siloed Systems**
- **Scalability Issues**

Solutions

- **Managed IT Services**

Results

- **12X Increase in Product Catalog**
- **90% Decrease in OPEX**
- **99.99% Uptime**

About the Client

A renowned company with over 100 years of legacy, specializing in products for schools and universities. Their product range includes class rings, yearbooks, graduation photography, and accessories like caps and gowns. They sell their products to consumers via their website and third-party vendors. They serve a diverse customer base, particularly students and schools across the U.S.

Business Challenges

The company faced a variety of operational and technical challenges that hindered their growth and efficiency:

- **High Operational Costs:** They were spending between \$100K and \$120K monthly on operations, which included vendor management, resource costs, and IT infrastructure maintenance.
- **Vendor Management Complexity:** With multiple product lines, each managed by a separate vendor, the company faced difficulty in streamlining operations, resulting in inefficiencies and communication barriers.
- **Website Downtime:** The absence of 24/7 support caused significant issues with website downtime, particularly during weekends, leading to a loss in sales, especially during peak periods like graduation seasons.
- **Legacy Technology:** The company's existing tech stack was outdated and fragmented. Each business unit had its own technology, which made integration between systems difficult and slow.



Scope of Work

Aspire Systems was engaged to:

- **Consolidate Vendor Management:** Simplify the vendor landscape by taking on the role of the primary technology and operations vendor for the client, streamlining operations across all product lines.
- **Optimize IT Infrastructure:** Transition the company's infrastructure to a more cohesive and efficient system, leveraging cloud technology while maintaining compatibility with on-premise legacy systems.
- **Improve Website Stability:** Provide round-the-clock support and implement measures to significantly reduce downtime, particularly during high-demand periods.
- **Modernize Technology:** Upgrade the fragmented tech stack and eliminate legacy systems, ensuring a smoother integration between various platforms and enhancing the overall customer experience.

Aspire's Solution

We implemented a comprehensive, multi-phased approach to tackle the challenges they encountered and achieve the desired outcomes:

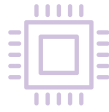
- **Vendor Consolidation:** Aspire became the sole vendor for the client's core product lines. By managing the IT operations for all major product lines, Aspire simplified vendor relationships, reduced the complexity of managing multiple vendors, and drove significant cost savings.



- **Tech Stack Integration:** One of the key elements of the solution was integrating their fragmented systems. Aspire worked with the client to implement Bhoomi integration, which connected various platforms (ERP, MDM, etc.), streamlining processes across the entire organization. This integration ensured data consistency, reduced manual interventions, and provided a more unified approach to operations.
- **Cloud and On-Premises Optimization:** Aspire optimized the organization's hybrid infrastructure, which included a mix of AWS and Azure for cloud services, alongside legacy on-premises systems. The aim was to maximize scalability and minimize operational costs while maintaining compatibility with the client's legacy systems that could not be immediately moved to the cloud.
- **Support System Overhaul:** Aspire shifted its support model to a 12x5 support system. For critical issues outside of business hours, a separate resource pool was made available to provide rapid response and resolution. This dramatically improved the system's reliability and reduced downtime.
- **Automation and Efficiency:** Aspire introduced automation into several operational processes, reducing the manual workload and freeing up valuable resources. For example, product updates, image management, and content publishing were automated, reducing the need for manual intervention and improving the efficiency of daily operations.



Technology Snapshot



- » **Cloud Infrastructure:** Amazon Web Services (AWS) for hosting most of their products and Microsoft Azure for supporting additional services. On-premises systems were also maintained for legacy compatibility.
- » **ERP Systems:** The client used multiple ERP systems, including Magento, Oracle Bond, and Microsoft Dynamics. Aspire assisted in consolidating these into more streamlined operations.
- » **Integration Tool:** Bhoomi was used to integrate disparate systems, ensuring seamless data flow and improving operational efficiency.
- » **Automation Tools:** Custom-built automation scripts to handle routine tasks like product updates and image management.
- » **Security:** Cloudflare was implemented to provide additional security layers and mitigate external threats, ensuring a more robust defence against cyber-attacks.



Business Outcomes

The collaboration between Aspire Systems and the organization resulted in significant operational improvements and measurable business outcomes:

- **Cost Reduction:** By consolidating vendors and optimizing operations, they were able to reduce their operational costs by nearly 90%, bringing their monthly spending down from \$120K to around \$12K.
- **Scalable Growth:** The client's product offerings grew exponentially after Aspire's intervention. The number of products sold on their platform increased from 5,000 to 60,000. The transition to a marketplace model allowed third-party vendors to list their products, significantly expanding their product range and customer base.
- **Improved Uptime and Reliability:** The website uptime improved to 99.9%, with Aspire's 12x5 support model ensuring rapid resolution of issues. This was particularly beneficial during peak times like graduations when website availability is critical.
- **Enhanced Customer Engagement and Retention:** Automation of marketing workflows, such as targeted email campaigns, led to improved customer retention. The client was able to re-engage customers with personalized promotions and offers, driving more traffic to their site.
- **Operational Efficiency:** The introduction of automated workflows and the integration of disparate systems reduced manual processes, minimized human errors, and improved overall efficiency. The client could now handle a larger product catalogue with fewer resources.



Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Our core philosophy of "Attention. Always." communicates our belief in lavishing care and attention on our customer and employees.

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