

**LTI**

Let's Solve

**ICONIX**  
BRAND GROUP, INC.



**LTI Win with ICONIX Brand**



A Larsen & Toubro  
Group Company

## APPROACH



### Customer Situation

**The Customer:** The Iconix Brand Group is an American brand management company that licenses brands to retailers and manufacturers primarily in the apparel, footwear, and apparel accessory industries. Its brands are available in such stores as Kohl's, Kmart, Sears, Macy's, Target and JC Penney.

**Customer Pain:** ICONIX's existing DR Solution was on a hosted datacenter in a different region. As part of their continual operation of their business, a recovery plan was required, but without the big costs of procurement and maintaining the secondary infrastructure.



### Solution

An optimal solution was achieved through key Azure services for continuous operation. LTI & ICONIX teams calculated that a virtual secondary site would cost at least 64% less than their existing DR datacenter.

Azure proved to be much cheaper, while at the same time it provides the required flexibility, speed and cost required for ICONIX to meet the business requirement.

## IMPACT



### Key Drivers

- ICONIX increased their virtual footprint and reduced physical, thereby reducing the overall cost of the DR infrastructure and administrative overheads
- DR Drill could be easily carried out without affecting the ongoing operations
- Cost of DR solution was brought down drastically



### Win Insights

The project started off with DR implementation in Azure as a first step but continues to extend to migrate the existing on-premise workload to Azure to enable and utilize cloud native features.



### Value Provided, Outcomes

With Azure as a secondary site near real time data replication and hosts provision was provided which also helped cut the operational costs.



### Lessons Learned

The project made a way to onboard the application in the production environment to Azure.

LTI (NSE: LTI) is a global technology consulting and digital solutions Company helping more than 400 clients succeed in a converging world. With operations in 31 countries, we go the extra mile for our clients and accelerate their digital transformation with LTI's Mosaic platform enabling their mobile, social, analytics, IoT and cloud journeys. Founded in 1997 as a subsidiary of Larsen & Toubro Limited, our unique heritage gives us unrivalled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 30,000 LTites enable our clients to improve the effectiveness of their business and technology operations and deliver value to their customers, employees and shareholders. Find more at <http://www.Ltinfotech.com> or follow us at @LTI\_Global.