



How Majorel is taking off after their cloud transformation.

When IT services are one of the key factors of the business model, maximum professionalism is required during the transformation. A condition that is tailor-made for the experts at Arvato Systems.

Majorel is one of the leading service providers for customer experience management worldwide. Having just been named a leader by the Everest Group in the „Customer Experience Management (CXM) in EMEA - Services PEAK Matrix® Assessment 2021“ for the second time in a row, the company has around 6,000 employees at more than 20 locations in Germany alone, providing integrated end-to-end customer communication services. In this demanding environment, high speed and maximum flexibility in deployment are essential - a profile that could also come from the textbook of cloud benefits. Majorel thought the same way and commissioned Arvato Systems to put its cloud-first strategy into practice with the transformation of its IT infrastructure. In fact, the specialists headquartered in Gütersloh managed to successfully convert the central service platform in less than 180 days.

„It wasn't just about a simple „lift and shift“ scenario. Majorel wanted to build a complete, modern SaaS architecture. This quantum leap was far less costly than expected: „With Arvato Systems, we succeeded much faster than expected.“



The Client

- Company
Majorel Deutschland GmbH
- Employees worldwide
66.800 (Stand September 2021)
- Sales
1,3 Mrd. € Net Sales in 2020
- Country
Headquarters in Luxembourg, present in 31 countries worldwide
- Website
www.majorel.com
- Branche
Customer Experience Services

Industry

- Customer Experience Service





Starting situation and task

The customer experience business is incredibly fast paced. It's not uncommon for Majorel's experts to negotiate, set up and go live with a new service within a few days. To do this, IT has to do some heavy lifting on the back end. Within a very short time, the necessary tools must be provided, set up and adapted to the task at hand. Customer data has to be transferred and prepared. Majorel has held a firm place in the top 10 lists of various service specifications in this area for years. This is mainly due to the sophisticated processes and the tools developed specifically for this purpose. This also includes the fact that a large number of service-specific applications are available on a specially developed platform, internally called „Iposo“. After logging in to start work, the entire day-to-day business is handled via this platform. However, even the most routine approach did not change the procurement timeframes for computing power, storage, etc., which Majorel could not influence. In addition, there were business challenges: At the end of a project, there was always the question of what should happen to the purchased hardware. In fact, fast, smart ramp up and ramp down is crucial for competition in the industry and at the same time a commercial challenge. Of course, the service users can not notice any of this.

For Majorel, it was clear that the speed and requirements for highly flexible services would once again increase significantly. In order to remain ahead of the competition in the long term, the company decided to implement a cloud-first strategy in 2019. Or, as Inga Laufkötter, Professional Project Manager at Arvato Systems, noted: „With the Go Live in the cloud, another milestone has been reached in the more than 20-year success story of Iposo - the digital heart of Majorel! Majorel will now be able to implement the requirements of its customers even faster and better, thus expanding its leading position.“

Solution

Majorel knew that the project was in good hands with Arvato Systems right from the start: The two companies have a long and trusting partnership for all tasks in the field of IT and the associated process optimization. It made sense to entrust Arvato Systems with the task of the complete cloud migration.

Of course, there is no generic blueprint for such a large, sensitive task. Arvato Systems compared the leading hyperscalers in terms of scope, classic KPIs (availability, etc.), preconfigured services and multi-cloud connectivity. Existing knowledge also played a role in the decision-making process. Ideally, they wanted to build on existing IT qualifications and certifications. The choice ultimately fell on the Microsoft Azure Cloud.

„With Microsoft, for example, we already get the SQL server as a fully managed service. With others, we would have needed a lot of configuration work. Microsoft offered by far the best support for our tasks. We can use Microsoft Azure completely as IaaS for our customer's SaaS strategy,“ concludes Sören Kohls, Azure Solutions Architect at Arvato Systems.

After the decision for a radical "Greenfield"- approach, the challenge was how to combine the requirements of Majorel with the features of the Microsoft Cloud. Due to the trusting collaboration, a target-oriented setup was quickly agreed upon: While Majorel's experts prioritized the business requirements, Arvato Systems took care of all technical aspects, including readiness for the new cloud architecture.

Case Overview

Task

- Majorel pursues a committed cloud-first strategy to delight all customers with rapidly available and agile services.
- As part of this project, the central internal application platform Iposo should also be transformed into the cloud.

Technology

- Azure App Service
- Azure SQL Managed Instance
- Azure Blob Storage
- Azure Cache for Redis
- Azure Application Gateway
- Azure Web Application Firewall
- Azure ExpressRoute
- Azure DevOps

Result

- In only six months, more than 100 applications relevant to the daily operations of Majorel agents were deployed on a new central cloud platform.
- This allows Majorel to offer better, far more flexible, and fast services to agents and enhance the customer experience.





Results

In less than 180 days, the central platform Iposo was cloudified. That was not simply migrated from A to B. Rather, the platform was rebuilt or adapted using cloud technologies, depending on what was required. In total, more than 100 apps were lifted into the cloud.

„We wanted more speed and flexibility; the results are beyond our expectation. Today, we can deploy new services much more quickly. What used to take weeks to months is now done in hours or a few days. No one has to wait for new servers to be ready anymore. Today, we solve this quite naturally via auto scale. We have also taken a giant leap forward in the area of security. Thanks to the lean, transparent architecture, we offer far fewer attack surfaces,“ says Linus Hoppe, Senior Manager IT Solutions Factory at Majorel, delighted with the results.

To further simplify processes for Majorel, Arvato Systems now bears operational responsibility for the cloud environment, including release planning for all solutions on the Azure platform. But taking on responsibility is by no means a journey on autopilot for the Gütersloh-based company. However, thanks to the clear separation of responsibilities, the experts can concentrate on the essentials in regular jour fixes with the customer and set the vision on the next big goals.

For Jürgen Deitert, Director at Arvato Systems, the expectations regarding the speed and performance of his colleagues were more than fulfilled: „A complete move from an application platform based on-premises infrastructure to the cloud; so smooth within just six months ... THAT impressed me the most in retrospect.“

We

Empower Digital Leaders.

About Arvato Systems

As an international IT specialist, Arvato Systems supports renowned companies in their digital transformation journey.

With Around 3,000 specialists at over 25 locations worldwide, Arvato Systems is known beyond industries for a high level of technical understanding, expertise and a customer centric-focus.

As a team, we develop innovative IT solutions and support the migration of our clients into to the cloud, integrate digital processes and manage operations as well as the support of IT systems.

In addition, as a part of the Bertelsmann Group, we are able to map entire value chains within the Arvato group.

We shape our business relationships personally and in partnership with our customers. This is how we achieve sustainable success together.

Do you have additional questions?
Please contact us.

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