DATA DYNAMICS®

Reduced Enterprise Carbon Emissions With Intelligent Cloud Adoption
for Fortune 20 Energy Company

Business Need

- To rapidly **reduce carbon footprints**
- Drive cost **improvements**
- Consolidate **data centers to the cloud in order to reduce carbon footprints.**
- **Reduce oil and gas production and lower emissions** while keeping up cash flow by growing bioenergy.
- **Accelerating net-zero ambition** – the aim is to be net-zero by 2050 or sooner across operations, production and sales.
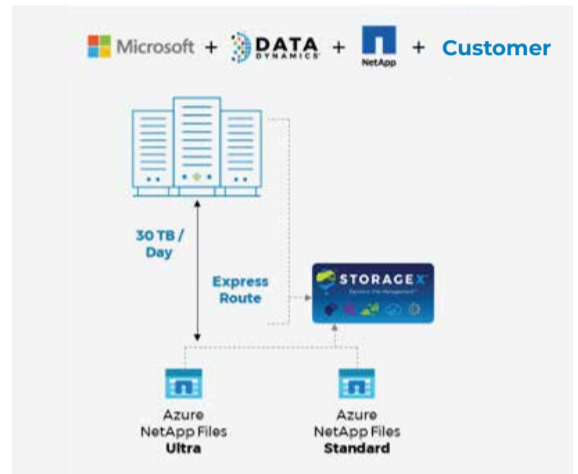
Challenges Faced

- Azure data migration delays causing an expenditure of $10s of millions of dollars
- 600 TB Data Center Closure
  - Migrate data to ANF
  - Maintain proper ownership and access
- 250+ volumes
- 45 days to move
- Additional challenges include manpower & migration expertise, performance lags, lack of scalability, loss of metadata/security, and complexity

Solution Offered

Data Dynamics combined the CDMC™ Cloud Data Management Capabilities Framework and four proprietary practices to ensure effective cloud adoption:

1. **Structured the unstructured data with a unified approach** – Unlock data-driven insights, secure data, ensure compliance and governance & drive hybrid cloud data management

2. **Reimagining cloud migration** - Transition from traditional Lift and shift to intelligent data-driven migrations

3. **Assured in-year ROI on software investment** - Storage optimization and risk mitigation creates sub-12-month ROI

4. **Enabled unparalleled scale and compute power** - Build compatibility with scalable cloud applications and APIs ensuring flexibility, zero-latency & downtime, and cost savings

Solution Architecture

Microsoft + DATA DYNAMICS + NetApp + Customer

30 TB / Day — Express Route — STORAGEX

Azure NetApp Files **Ultra** / Azure NetApp Files **Standard**

Business Impact

1. **600 TBs of data migrated in 20 days**

2. **35% reduction in operational emissions**

3. **Low carbon energy projects grew by 400%**

4. **60% savings through improved TCO**

5. **3X faster migrations and 10X increase in productivity**

6. **Recognized data center closure savings of $10s of millions of dollars**