Marson’s Energy Streamlines Backup management with Azure Blob



Client: Marsons Energy Power, India
Power & Distribution Manufacturers

Introduction

With over 30 years of experience, Marsons Energy manufactures high-quality Power, Distribution, and Special-Application electrical transformers (10 kVA to 10 MVA, up to 36 kV), and supplies them, using the latest technology to deliver durable, cost-effective, and low-loss solutions. Beyond manufacturing, Marsons Energy provides customer support, including installation, commissioning, and ongoing services, and aims to drive sustainable efficiency through a customer-centric approach, quality focus, and continuous improvement. To ensure business continuity and optimize resource allocation for future operational efficiency, Marson's needed to strategically scale their data backup and recovery systems in response to rapid data growth.

The Challenges

Marson’s Energy was facing challenges related to the rapid expansion of their data, specifically:

- **Scalability Limitations:** Their existing storage infrastructure struggled to accommodate the consistently increasing backup size, leading to potential storage capacity constraints.
- **Cost Inefficiencies:** The lack of a tiered storage approach resulted in all backup data being stored on high-performance, expensive storage, even for older, less frequently accessed backups.
- **Operational Strain:** The constant need to procure additional storage drives has created operational overhead and potential delays.

The Solution

- **Unlimited Scalability:** Azure Blob Storage provided virtually unlimited storage capacity, eliminating the need for frequent hardware upgrades and ensuring seamless scalability.
- **Tiered Storage:** The solution leveraged Azure's tiered storage options (Hot, Cold, and Archive) to optimize costs. Older, less frequently accessed backups were moved to archive tiers, significantly reducing storage expenses.
- **Streamlined Management:** Azure Blob Storage's robust management capabilities simplified backup administration and reduced operational overhead.

Business Impact

- **Cost Savings:** Achieved a 50% reduction in cold storage backup costs compared to physical disks, leading to substantial savings.
- **Improved Scalability:** Unlimited storage capacity eliminates storage limitations, ensuring business continuity and supporting future growth.
- **Enhanced Efficiency:** Streamlined backup management reduces manual effort by 90%, freeing up IT resources for strategic initiatives.
- **Increased Reliability:** Azure's robust infrastructure provides a reliable and secure backup platform with 99.999999999% data durability.

Why Marsons Energy Power chose HabileLabs?

- HabileLabs has expertise of Azure services, and its process oriented approach ensured seamless and efficient implementation.
- HabileLabs worked closely with Marson’s Energy to understand their specific needs and design a customized solution.
- HabileLabs experience in delivering successful cloud migration and optimization projects instilled confidence in Marson’s Energy.
- HabileLabs team can provide after implementation support and guidance, ensuring the solution's long-term effectiveness.

“Beyond tech, we build the energy infrastructure of tomorrow.”

The Conclusion

In conclusion, HabileLabs' Azure Blob Storage solution significantly improved Marson's Energy's backup management. Achieving 50% cost reduction, unlimited scalability, and 90% less manual effort highlights the transformative impact, providing a reliable and efficient foundation for future growth. This case study demonstrates the power of leveraging cloud technologies and expert partnerships to optimize critical IT functions, enabling Marson’s Energy to focus on their core mission of delivering high-quality power solutions while ensuring a resilient and efficient operational foundation for future growth.

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