



# Customer Success Story

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## Consolidating Web Platforms

Tiger Brands streamlined its  
digital infrastructure with Azure

**Tiger Brands**



[www.first-technology.co.uk](http://www.first-technology.co.uk)



## Customer Challenge

Founded in 1921 with its iconic Jungle Oats brand, Tiger Brands has grown into a global FMCG powerhouse. With 154 brands across 21 categories, the company serves consumers in 55 countries, employing over 10,000 people and generating more than £1.5bn in annual turnover.

Managing independent websites for each brand posed significant challenges for Tiger Brands, as each site used different application stacks, making content updates time-consuming and requiring diverse toolsets. To modernise their digital operations, Tiger Brands aimed to consolidate all websites onto a unified platform, reduce both CAPEX and OPEX, and implement a scalable, cost-predictable, and elastic solution that could streamline operations and improve efficiency.

## The Solution

### Unified Platform for Website Consolidation

First Technology designed an Azure-based solution that consolidated websites onto a single platform using Azure SQL and the Web App platform.

### Robust CMS Implementation and Backup

Sitecore CMS was implemented within Azure, ensuring reliable disaster recovery and backup capabilities.

### Secure and Scalable Infrastructure

The solution provided a secure, fail-safe design within a single Azure zone, protecting against downtime and supporting future server migrations to Azure.



## The Results

### Successful Website Consolidation

Multiple websites now operate on a unified platform, streamlining operations and improving management efficiency.

### Cost Savings and Efficiency

Azure PaaS resulted in significant savings in both CAPEX and OPEX, reducing overall infrastructure costs.

### Enhanced Scalability and Flexibility

With a scalable infrastructure, Tiger Brands can now align their design with budget and performance needs, ensuring future growth and flexibility.