

DataStrike Drives Cloud Success for a Leading Outdoor Retailer

/BACKGROUND

Founded in 1938 by a group of passionate mountaineers in Seattle, Washington, this leading outdoor retailer has grown into one of the most recognized names in the industry. Headquartered in Washington state, the company operates over 180 locations nationwide and serves millions of loyal members. Known for its commitment to sustainable business practices, it provides high-quality gear and apparel that fuel the passion of outdoor enthusiasts everywhere.

/CHALLENGE

As a dynamic and rapidly evolving business, the customer faced critical challenges in its database operations:

AWS Migration Workloads: Moving infrastructure to the cloud introduced significant workload challenges for the database engineering team.

Nightly Operations: With a 24x7 digital presence, high activity during nights and weekends created difficulties for daytime personnel to effectively manage critical after-hours operations.

Diverse and Complex Technologies: The customer's technology environment is diverse and highly engineered, requiring specialized expertise across a broad range of skill sets.

"DataStrike has been a game-changer for us. Their expertise and commitment to our success have allowed us to overcome complex challenges, optimize our operations, and deliver a seamless experience to our customers."

— IT Manager

/SOLUTION

The customer partnered with DataStrike, leveraging our expertise in data infrastructure and cloud migration to tackle these challenges head-on.

Proactive Performance Monitoring: DataStrike implemented advanced monitoring tools, including LogicMonitor, to identify and resolve I/O saturation and throughput issues in real-time.

Database Optimization: Utilizing SQL's Query Store, DataStrike pinpointed expensive queries, improved execution plans, and created missing indexes to reduce resource consumption and enhance efficiency.

AWS Migration Support: DataStrike collaborated with the customer on strategic AWS migration planning, including Terraform-coded deployments of RDS instances and Always On availability groups. They seamlessly coordinated backup and restore processes to ensure smooth transitions and data integrity.

24x7 Support: DataStrike established a 100% onshore, around-the-clock support model to provide stability and continuity for the customer's AWS migration and database operations.

/RESULTS

Through this collaboration, the customer achieved measurable improvements and operational efficiencies:

Enhanced Performance:

Optimized database queries and missing indexes significantly reduced CPU utilization and eliminated overnight bottlenecks.

Smoother Operations:

Improved POS performance enabled reliable and efficient overnight backup processes, reducing delays and disruptions.

Reliable Support:

DataStrike's 24x7 onshore support structure ensured uninterrupted progress on AWS migration projects and day-to-day operations.

Streamlined Cloud Transition:

Expertly executed AWS migration strategies empowered the customer to focus on their core mission while embracing a modern, scalable cloud environment.

The partnership between the customer and DataStrike demonstrates the value of expert-led database and cloud migration support. By addressing performance bottlenecks, optimizing database operations, and ensuring a seamless AWS migration, DataStrike not only resolved critical issues but also enhanced operational efficiency and scalability. These improvements allowed the customer to stay focused on its mission while delivering exceptional service to its members.

DataStrike's commitment to 100% onshore, 24x7 support and innovative solutions continues to position businesses for sustained success in the digital era.

/ABOUT DATASTRIKE

DataStrike is the industry leader in 100% onshore data infrastructure services and enables companies to harness IT changes as a catalyst for growth. With a network of highly specialized experts, strategic partnerships with the world's biggest technology providers, and a platform agnostic approach, DataStrike provides innovative solutions and practical guidance to accelerate digital transformation initiatives and drive better business outcomes for small-to mid-sized businesses. Click [here](#) to learn more about our service offerings.