

DATASTRIKE

DATASTRIKE
+ OUTDOOR RETAILER

Driving AWS 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.

CHALLENGES

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 made critical after-hours operations difficult for daytime personnel to manage

DIVERSE, COMPLEX TECHNOLOGIES

A diverse, highly engineered technology environment required 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**

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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, efficient overnight backup processes, reducing delays and disruptions

RELIABLE SUPPORT

A 24x7 onshore support structure ensured uninterrupted progress on AWS migration projects and day-to-day operations

STREAMLINED CLOUD TRANSITION

Expertly executed AWS migration strategies let the customer focus on its core mission while embracing a modern, scalable cloud environment

100% onshore, 24x7 support for AWS migration and database operations.

DataStrike + Outdoor Retailer, Cloud & Database Services

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:** using 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 on strategic AWS migration planning, including Terraform-coded deployments of RDS instances and Always On availability groups, and coordinated backup and restore processes to ensure smooth transitions and data integrity
- **24x7 support:** a 100% onshore, around-the-clock support model provided stability and continuity for the customer's AWS migration and database operations

CONCLUSION

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.

ABOUT DATASTRIKE

DataStrike is the leader in 100% onshore database, cloud, and business intelligence managed services for organizations that demand speed, reliability, and control. With senior-level experts, a fractional delivery model, and 24×7×365 coverage, DataStrike helps organizations scale with confidence and precision.

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