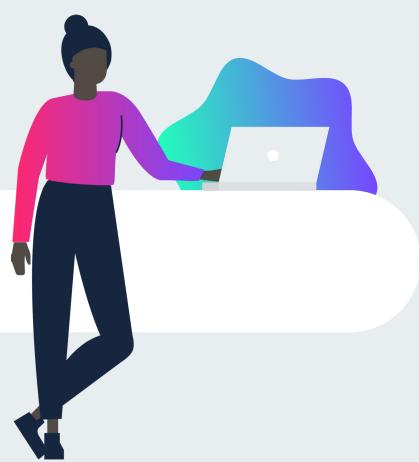# consoleconnect

Case Study:
Cloud-to-Cloud data migration

Saving time and money migrating a leading **ecommerce brand between clouds** —

When this leading ecommerce brand needed to migrate from one cloud service provider to another, Console Connect's multi-cloud connectivity solution CloudRouter® was able to save the customer significant amounts of money and time, while delivering higher levels of security and performance.

- The customer provisioned 10Gbps of connectivity between AWS and Google Cloud to support its cloud-to-cloud migration.

- **Delivered significant costs savings – reducing DTO (data transfer out) charges to $0.041/GB versus public internet DTO of $0.12/GB (first 10TB) and $0.085/GB (next 40TB).**

- **Data migration completed in just 3 weeks – an estimated 10 times faster than if completed over a standard internet access service.**

- Once data migration was complete, the connections were torn down with no further costs.

Challenge:
Migrating large amounts of data in a short time frame

This Asian-based online wholesaler acts as a marketplace for clothing, jewellery, home and kitchen, footwear, and electronics items. As one of the country's fastest growing ecommerce platforms, the company had about 120 million monthly users and completed about 910 million orders in 2022.

As part of a migration from AWS to Google Cloud, the company needed to transfer several petabytes of data from one cloud provider to another, and they wanted to do this over a short period of time. So taking out an annual contract with a network provider and deploying hardware was out of the question.
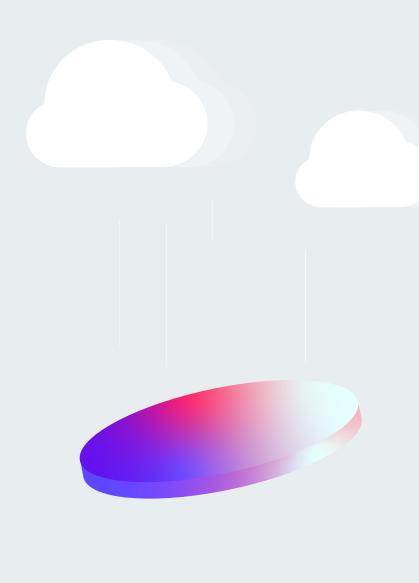
Solution:
Private pay-as-you-go connectivity —

Working with Console Connect, the large enterprise was able to create a private cloud-to-cloud network topology to perform the migration over a period of three weeks, after which the services were torn down and replaced with lower bandwidth links for ongoing data sync between the two clouds.

Console Connect CloudRouter® enabled the customer to setup a virtual layer 3 connection between the two public cloud platforms, which routes IP traffic across a private, MPLS network that is backed by carrier-grade SLAs.

The company used CloudRouter® to set up a 5Gbps connection at the data centre hosting Google Cloud, and another 5Gbps port at the data centre hosting AWS.

Outcome:
Price reduction of more than 50% —

Because CloudRouter® is Layer 3, the company did not need any physical infrastructure or cross connects, everything was provisioned seamlessly through the Console Connect management portal.

The private network was kept live for three weeks, which was the time it took for the migration to complete, after which the connections were torn down with no further costs. This is an estimated 10 times faster than if it had been deployed over a standard internet access service.

Furthermore, if the customer had relied on public connectivity between the two clouds, the network would have been highly subject to congestion and other anomalies which can impact throughput.

Compared to migrating the data over the public internet, CloudRouter® was also able to help the company reduce its egress costs by more than 50%.

Data transfer out to the internet (DTO) charges - otherwise known as egress fees - would have been $0.12 per GB for the first 10TB, and then $0.085 per GB for the next 40TB. But using CloudRouter®, the company was able to reduce its egress fees via a direct connection to $0.041 per GB, and only paid for the connection as long as it was needed - not even one month in this case.

Overall, CloudRouter® saved the customer significant time and money, while ensuring they had a more reliable and consistent network performance to support their business-critical data migration.

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How do I **sign up?**

- Take control
- Cut complexity
- Make interconnection effortless

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Have other questions we didn't cover?

Join our community of experts.

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Talk to us: sales@consoleconnect.com