



Case Study

85% Faster Application
Deployment With Virtual Support
for Alliance Data Systems

Executive Summary

LTIMindtree has been engaged with Alliance Data Systems (ADS), a leading global provider of data-driven marketing and loyalty solutions serving large, consumer-based industries, for solving many of their business challenges.

Managing traditional desktop infrastructure was one of the major concerns for the client, while hardware desktop management was a very tedious job which required skilled manpower to troubleshoot issues, with chances of a breakdown. As part of the migration implementation, LTIMindtree optimized costs by replacing traditional desktops with AWS Workspaces, deploying 160+ fully functional workspaces. This resulted in achieving up to 85% faster application deployment.

Client

Alliance Data Systems is a leading global provider of data-driven marketing and loyalty solutions serving large, consumer-based industries. ADS is the one of the key engines behind the loyalty and marketing programs for consumer-facing companies worldwide across all industries by delivering data-driven insights.

Challenges

Managing and delivering hardware, operating system, and application security patches was a manual effort for the client. Based on the user requirement, there were a number of software applications maintained in a central repository and it was hard to maintain multiple copies of multiple software. Improving employee collaboration and communication was also a concern for the client.

LTIMindtree Solution

As part of the migration implementation, LTIMindtree optimized costs by replacing traditional desktops with AWS workspaces, deploying 160+ fully functional workspaces. AWS workspaces service was utilized to provide a custom-bundled solution to perform routine activities. We reduced manual effort through automated solution for delivering operating system and application security patches. We also ensured end-user security by enabling multi-factor authentication for more secure workspaces, while ensuring business continuity by monitoring Workspaces and Cloud environment. Our solution integrated the active directory with Workspaces for seamless communication and running business as usual.

Business Benefits

- **85% faster application deployment**
 - **Managed Services Implemented**
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Why AWS

The vast AWS global infrastructure was one of the primary reasons for choosing AWS. Using AWS services, LTIMindtree could leverage reliability and scalability for their applications which can then directly contribute to amplify business outcomes. Amazon WorkSpaces, which is a managed, secure cloud desktop service, enabled LTIMindtree to eliminate the complexity in managing hardware inventory, OS versions and patches.

Why LTIMindtree

LTIMindtree has a proven expertise in the field of migrations to AWS Cloud. Our cloud professionals are equipped with deep technical and domain skills, capable of providing value-added services to customers across the globe. For such implementations, we actively collaborate with the AWS technical teams for brainstorming, architecting, and constantly developing our solutions.

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 84,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit <https://www.ltimindtree.com/>