

Osotspa prepares for global growth with an AWS transformation



Client profile

Osotspa is a leading consumer products company in Thailand, specializing in beverages, personal care, healthcare products and confectionary. They innovate with purpose to improve health and wellbeing, anticipate future needs and grow sustainably alongside their consumers and society.

Following the successful migration of its SAP systems to Amazon Web Services (AWS), Osotspa was ready to complete its digital transformation journey by migrating its remaining non-SAP legacy systems to the cloud. They partnered with NTT DATA to complete their data center exit, finishing its cloud transformation in six months. The migration resulted in monthly infrastructure cost savings of 14% monthly without any business disruption.



We chose NTT DATA for our data center exit because of their proven track record in enterprise cloud migration and our positive experience migrating our SAP systems. Their dedication to customer success and hands-on support throughout the process enabled us to reach this strategic milestone with complete confidence.”

Pajaree Saengcum, Head of Digital Technology,
Osotspa Public Company Limited

14%

monthly infrastructure
cost savings

0

business disruption
during migration

6

months to complete
migration

Business need

Create unified cloud infrastructure and exit data center

Having successfully migrated its SAP systems to AWS, Osotspa developed a comprehensive roadmap to achieve a complete data center exit. The company needed to migrate the remaining non-SAP legacy systems to AWS to avoid a costly hardware update and create a unified cloud infrastructure platform.

Migrate to cloud in six months

As a leading manufacturer with global operations, Osotspa required a migration approach that would maintain business continuity, reduce costs and increase operational agility. The move had to be completed fast — any delays would result in an expensive hardware refresh, disrupting their cloud transformation strategy.

AWS expertise

To transform their entire enterprise, Osotspa needed a partner with the AWS competencies and certifications to complete the migration at scale with AWS's proven three-phase methodology for large migrations: assess, mobilize, and migrate and modernize.

Supporting global growth ambitions

With growing success and a brand presence in 40 countries, Osotspa needed reliable infrastructure that could grow to meet its needs, supporting continued expansion and innovation.

Solution

Smooth transition to cloud

To help Osotspa exit their data center and move all their workflows to AWS, NTT DATA followed the assess–mobilize–migrate and modernize migration plan, which builds on AWS's experience in helping thousands of customers migrate to AWS and access additional vendor funding.

Determined migration readiness

The assessment helped Osotspa understand their readiness for cloud migration by identifying areas that needed improvement across the AWS Cloud Adoption Framework. The comprehensive evaluation included a detailed review of their infrastructure and an analysis of their total cost of ownership that demonstrated clear value to Osotspa's leadership team.

Built an operational foundation for the move

The mobilize phase laid the groundwork for a successful migration by closing the capability gaps identified in the assess phase. This critical step established the framework for executing the large-scale migration.

Migrated workflows seamlessly

NTT DATA's professional services team managed the entire migration process over six months. The implementation included Application Migration Service for seamless workload transfer, a Site-to-Site virtual private network (VPN) for secure connectivity and AWS Backup for data protection.

As a Select AWS Partner, NTT DATA provided onsite technical and troubleshooting support and quickly resolved issues.

Resolved challenges proactively

When technical challenges arose, such as application compatibility issues and server performance concerns, NTT DATA's team resolved them quickly, ensuring minimal disruption to business operations. This combination of technical expertise and responsive support enabled Osotspa to successfully complete their data center exit.

Elite partner qualifications enable migration delivery

NTT DATA's partnership with AWS opened access to funding incentives that helped absorb migration costs. The migration program provided Osotspa with credits during the migrate and modernize phase, while NTT DATA's proven methodology ensured proper workload tagging and monitoring throughout the migration to meet AWS requirements.

Outcomes

Ready for global growth and ongoing innovation

Osotspa's data center exit was the final step in completing their two-year cloud transformation journey to position them for sustainable growth.

Cost optimization and enhanced operational efficiency

The migration reduced the monthly (and yearly) infrastructure costs by 14%, and eliminated the need for an expensive hardware refresh. Osotspa can now reinvest savings in business growth and product innovation.

Increased scalability and performance

With its entire infrastructure now hosted on AWS, Osotspa gains cloud-native scalability to support its expanding international operations. The unified platform provides consistent performance and reliability across the company's growing product portfolio.

Positioned for strategic growth

Having exited its data centers, Osotspa can focus on increasing sales, growing their portfolios and strengthening their brand presence in Thailand and around the world.

Unlocking value beyond cost savings

In addition to cost optimization, the migration lays the foundation for improved agility and operational efficiency. With a unified, cloud-native infrastructure, Osotspa is positioned to accelerate consumer insights through enhanced data accessibility and analytics capabilities.

Having completed its cloud transformation, Osotspa is now positioned to adopt emerging technologies and continue its digital evolution. The company is exploring AI-driven solutions to further optimize operations and customer engagement.

In collaboration with NTT DATA, they're already working on migrating workloads from Singapore to Thailand, demonstrating their commitment to continued optimization and local infrastructure.

These initiatives directly support Osotspa's ambition to boost market share and accelerate innovation across its portfolio.

“

It was essential to complete the migration project on time. Any delays would have forced us to invest in a costly hardware upgrade, which would have thrown our entire cloud transformation strategy off track and made it impossible to meet our data center exit deadline.”

Pajaree Saengcum, Head of Digital Technology,
Osotspa Public Company Limited

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