

Seamless cloud migration and modernization for enhanced scalability



Client profile

VWO's Wingify is a fast-growing software company based in New Delhi, India that creates globally acclaimed technology products. The VWO Testing, an A/B, Split, and Multivariate Testing solution are some of their flagship products. VWO Experience Optimization Platform is popular among thousands of businesses and consumers in more than 90 countries and has served brands such as Microsoft, Lenovo, Walt Disney, Target, eBay and Ubisoft.

VWO, were looking for scalable solutions to enhance visitor conversion rates and optimize costs. To overcome the limitations of their bare-metal system, they transitioned to the cloud for improved processing speeds and scalability.

NTT DATA, facilitated this transformation by migrating VWO to GCP and implementing containerization with Google Kubernetes Engine (GKE), ensuring a seamless cloud-native transition.



I want to thank the NTT DATA team for working with us during the migration process from bare-metal servers to GCP. The team was always available and helped us to resolve any questions we had about the services. Some of the demos created by the team were instrumental for us to go live faster as our team got a head start because of them. Really happy with the ongoing support and wish the team all the success.”

Ankit Jain, VP - Product & Engineering at Wingify

1,000x

acceleration in
data processing

30%

reduction in
carbon footprint

50%

optimization in cost
and time efficiency

40%

faster
response times

Business need

Scalable, reliable infrastructure to overcome legacy limits

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- **Scalability limitations:** The existing bare-metal infrastructure struggled to support rapid scaling, hindering the ability to manage growing workloads effectively.
- **High costs:** Operational expenses were high, with limited optimization options for resource usage and infrastructure costs.
- **Performance bottlenecks:** Slower processing speeds impacted data analysis, delaying the actionable insights critical for marketing and operational decisions.
- **Monitoring and troubleshooting gaps:** The absence of robust monitoring systems led to slower identification and resolution of technical issues, affecting service quality.
- **No robust disaster recovery:** The system lacked a reliable disaster recovery strategy, increasing the risk of downtime or data loss during unexpected events.

Solution

Cloud migration with GCP and Kubernetes

The NTT DATA team collaborated closely with VWO to evaluate their workloads and align the migration strategy with their needs. They provided guidance on cloud best practices and designed a solution to enhance scalability and efficiency. Large-scale, production-ready databases were migrated to virtual machines and Kubernetes clusters to enable flexibility and resilience. A continuous integration/continuous delivery (CI/CD) pipeline was implemented to accelerate release cycles and ensure reliable deployments.

To strengthen data insights, a BigQuery-powered data warehouse was deployed, supported by integration pipelines and an open-source monitoring setup. This included logs and metric-based dashboards for real-time issue resolution. Additionally, a robust disaster recovery strategy was put in place to guarantee zero downtime and uninterrupted service across applications.

Outcomes

Enhanced performance, efficiency and sustainability

The collaboration between NTT DATA and VWO highlights the value of expertise, strategic planning, and a commitment to excellence. With years of experience in cloud transformation, NTT DATA brought a deep understanding of how to navigate complex migrations while keeping the client's goals front and center. By focusing on scalability, operational efficiency, and sustainability, the team ensured that VWO could continue delivering exceptional service to its users across 90+ countries without disruption.

NTT DATA's strength lies in its ability to craft solutions that are not only tailored to the client's immediate needs but also set the stage for long-term growth. Throughout the project, the team worked closely with VWO, combining technical insight with practical strategies to deliver measurable business outcomes.

From planning to execution, NTT DATA maintained a seamless approach, ensuring minimal downtime, improved performance, and reduced costs for VWO. This partnership reflects the power of collaboration, where expertise and shared vision come together to create impactful results.

- **Zero downtime migration:** Achieved zero downtime, ensuring uninterrupted service for VWO's global operations across 90+ countries
- **1,000x acceleration in data processing:** Enhanced data throughput by 1,000x, enabling smarter and faster marketing insights (from gigabytes to terabytes per day)
- **30% reduction in carbon footprint:** Reduced the carbon footprint by 30%, contributing to greener operations
- **50% optimization in cost and time efficiency:** Leveraged Google Cloud's modern data warehouse to optimize time and costs by 50% compared to competitors
- **40% faster response times:** Reduced latency by 40% using Cloud Load Balancing, ensuring smoother user experiences
- **Improved conversion rates:** Enhanced web performance with intuitive A/B testing solutions for better user engagement
- **Increased flexibility:** Enabled quicker and more reliable application and service deployment on GCP's infrastructure as a service platform

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