

HEXAWARE

Google Cloud Modernization for Sales Application Performance

Driving customer loyalty through
dependable support

Case study



Client

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- Challenge
- Solution
- Benefits
- Summary

Driving Reliability for the Automotive Aftermarket

Our client is a top retailer and distributor of automotive parts and accessories. They help individuals and businesses keep their vehicles running safely and reliably. Focusing on innovation and excellent service, they have earned a strong reputation for providing dependable solutions and outstanding customer support.



Challenge

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Legacy Systems Blocking Performance and Scale

The enterprise’s deals application—the system powering promotions and offers—was built on outdated technology. Many batch processes were written in older languages such as C, PERL, and Groovy, making the system difficult to maintain and slowing the rollout of new deals. The application also relied on an Informix database, and migrating it to the cloud presented significant risks: data integrity had to be preserved while avoiding disruptions to daily retail operations.

Because the application was not cloud-native, it could not scale effectively during transaction spikes, particularly during high-volume promotional events. Performance lagged, and the application could not fully support the enterprise’s cloud-first strategy. On top of this, it had to meet strict internal technology and security standards while continuing to integrate with downstream systems such as point-of-sale and supply chain platforms.

Preparing Workloads for Google Cloud Migration

The enterprise had already chosen the Google Cloud Platform as its long-term foundation. But workloads were not yet cloud-ready. The Informix database required a carefully planned migration, legacy batch jobs had to be rewritten in Java, and deployment processes needed to be reengineered to leverage Google Cloud services such as Compute Engine, Cloud Run, Cloud Storage, and Global Load Balancing.

Without these steps, the enterprise could not fully benefit from Google Cloud’s scalability, security, or reliability—and the deals application would remain a bottleneck for customer-facing promotions.



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Hexaware’s Google Cloud Modernization Solution

To meet its cloud-first goals, the enterprise embarked on a phased modernization journey with Hexaware and Google Cloud. Each phase was designed to minimize risk, protect business continuity, and deliver measurable performance improvement and increased reliability of the deals application.

Phased Application Modernization Efforts

The modernization journey unfolded in a series of well-planned steps, each addressing critical gaps while preparing the application for scale:

Step 1: Planning with Google Cloud Services
The enterprise adopted Google Cloud managed services—including Compute Engine, Cloud Run, Cloud Storage, Global Load Balancing, and Secret Manager—to strengthen scalability, security, and simplify operations.

Step 2: Modernizing the Codebase
Legacy batch jobs written in C, PERL, and Groovy were rewritten in Java with Hexaware’s support, giving the enterprise a standardized, maintainable, and cloud-ready foundation.

Step 3: Migrating the Database to the Cloud
The Informix database was migrated to Google Cloud using careful cutover planning, fallback options, and validation. This minimized downtime while preserving data integrity for ongoing deals and promotions.

Step 4: Automating Delivery and Operations
CI/CD pipelines and automation were introduced, enabling faster, repeatable releases and improving the efficiency of operations.

Layering the Solution with Google Cloud

The modernization was layered to align with the enterprise’s cloud-first strategy and its business need to deliver promotions at speed:

Powering Growth with a Google Cloud-Native Core
Containerized workloads on Cloud Run and Compute Engine enabled autoscaling, high availability, and resilience during peak promotional activity.

Turning Legacy Code into Future-Ready Assets
Legacy batch jobs were modularized and rewritten in Java, transforming brittle scripts into streamlined, cloud-ready components.

Lifting and Shifting Data with Confidence
The Informix database was migrated with detailed cutover planning and fallback strategies—ensuring zero compromise on reliability or promotional data.

Putting Operational Excellence on Autopilot
Centralized monitoring, logging, and alerting equipped the enterprise with a proactive operations model to keep systems tuned and incidents under control.

De-Risking Change Through Smart Rollouts
Phased migrations, staging environments, and rollback options ensured smooth transitions without disruption to retail operations or promotions.

Building Security and Compliance into the DNA
Every stage of the modernization was reviewed against internal enterprise standards, embedding secure configurations and compliance by design.

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Immediate Business Outcomes for the Enterprise

35% Faster Application Response Time
The deals application now processes promotions and transactions faster, directly improving customer experience at checkout.

~50% Higher Operational Efficiency
Automation reduced manual workload for IT teams, allowing them to focus on delivering business value rather than routine fixes.

~45% Lower Total Cost of Ownership
By leveraging Google Cloud-managed services, the enterprise cut infrastructure and maintenance costs significantly.

Cloud Scalability at Work
The modernized platform handled increasing promotional transaction volumes seamlessly during peak campaigns.

Sustained Strategic Gains

Reduced Technical Debt
A cleaner Java-based architecture simplified maintenance and paved the way for ongoing improvements.

Greater Business Agility
The enterprise can now launch new promotions and make changes to deals faster, directly supporting customer engagement.

Reliability & Compliance
Modernized systems now align with enterprise technology and security standards, lowering operational risks.

Commercial Uplift
The Google Cloud partnership created \$500K in additional value through optimized operations and commercial alignment.



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From Legacy to Cloud: Ensuring Reliable Service at Every Mile

Today, the enterprise operates on a modern, cloud-native foundation that supports its role as a trusted retailer of automotive parts and accessories. The deals application is faster, more reliable, and ready to scale for peak promotional events. Technical debt has been reduced, compliance strengthened, and agility improved.

Backed by Hexaware’s legacy modernization expertise and the power of the Google Cloud Platform, the enterprise overcame its legacy limitations and positioned itself for long-term growth. Together, we enabled not just migration, but a transformation—one that ensures promotions run smoothly, customers experience faster service, and the business remains competitive in a demanding retail market.



Modernize Your Sales Apps with Google Cloud

Boost performance, scale seamlessly, and drive loyalty with dependable, Google Cloud-ready apps. Contact us at marketing@hexaware.com to get started.

About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With offices across the world, we empower enterprises to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at <https://www.hexaware.com>.

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