Case Study

Containerization Turbocharges Chitale Dairy: 30% Growth, $2B Sales

Overview

Discover how Chitale Dairy, a dynamic agro and dairy product manufacturer with $2B in annual sales, achieved remarkable growth and operational efficiency by partnering with CloudHedge to modernize their legacy applications through containerization. With a 30% market expansion and a multi-billion-dollar revenue, Chitale Dairy leveraged cutting-edge technology to outpace competitors and maximize their market potential.

Client Background

As a market leader in the agro and dairy industry, Chitale Dairy is one of the market leaders in India in the Dairy industry. With a commitment to excellence and customer satisfaction, Chitale Dairy sought to capitalize on their success and strengthen their position by embracing innovative solutions.

Key Challenges Faced

Chitale Dairy faced the challenge of scaling their legacy applications built on the LAMP stack, hindering their agility and growth potential. To capitalize on emerging market opportunities, they embarked on a transformative journey to modernize their applications and propel their business to new heights. This implementation as part of a comprehensive 'Grass to Glass' program that aims to digitize every aspect of the business—from feeding animals ('grass') to delivering dairy products to consumers (in 'glass').

How CloudHedge added Value?

CloudHedge collaborated closely with Chitale Dairy to deliver a comprehensive containerization solution, enabling them to achieve exponential growth and operational efficiency: Throughout the modernization journey, Chitale Dairy and CloudHedge remained committed to sustainability, driving positive environmental impact:

Phase I - Building a Modernization Foundation:

- Established robust build triggers, source code repositories, and deployment targets to lay the groundwork for seamless modernization.
- Gathered requirements for database cluster splitting, ensuring scalable operations to support Chitale Dairy's expanding business.

Phase II - Agile Database Management:

- Configured a highly available Galera Cluster with Maxscale proxy, guaranteeing uninterrupted database operations.

- Implemented advanced security measures, including Google-based two-factor authentication, to safeguard critical data.
- Defined backup and restore policies to ensure data resilience and business continuity.

Phase III - Streamlined Containerization:

- Leveraged CloudHedge Discover to assess the readiness of PHP applications, optimizing the containerization process.
- Leveraged CloudHedge Transform to automate containerization, from selecting the ideal base image to efficiently handling environment variables.
- Deployed container blueprints on Kubernetes (K8s) Cluster using CloudHedge Cruize, enabling rapid scalability and agile environment setup.

Phase IV - Supercharged Operations:

- Orchestrated CI/CD pipelines with Jenkins, automating build, deployment, and configuration processes to drive efficiency.
- Accelerated time-to-market and enhanced development efficiency through functional test baselining and environment automation.

Phase V - Market Expansion and Success:

- Executed UAT and release processes, showcasing the robustness of the modernized applications.
- Achieved a remarkable 30% market expansion, leveraging containerization and innovative technology to outperform competitors.
- Empowered by streamlined operations, Chitale Dairy soared to new heights, achieving multi-billion-dollar annual sales and solidifying their market dominance.

Results Achieved

The strategic collaboration between Chitale Dairy and CloudHedge yielded exceptional results, propelling their business to unprecedented heights:

1. 30% Market Expansion and $2B Annual Sales:

   By harnessing the power of containerization, Chitale Dairy achieved an impressive 30% growth in market share, coupled with a multi-billion-dollar annual sales figure.

2. Operational Efficiency and Cost Optimization:

   Streamlined CI/CD processes reduced time-to-market, enabling faster product releases and increased operational efficiency.

   Containerization minimized infrastructure costs, optimizing resource utilization, and delivering cost-effective solutions.

3. Sustainable Transformation:

Chitale Dairy's embrace of containerization and cloud-native technologies reduced reliance on legacy infrastructure, promoting resource efficiency and sustainability.

4. Future-Ready Operations:

   Equipped with a robust foundation for future growth and innovation, Chitale Dairy is well-positioned to accelerate growth.

Takeaways for Future Clients

1. Embrace Containerization for Growth and Efficiency: Containerization empowers businesses to achieve remarkable growth, operational efficiency, and market expansion while driving sustainability and minimizing environmental impact.
2. Future-Proof with Scalability: Containerization enables businesses to scale efficiently based on demand, fostering sustainable growth while minimizing excess capacity and associated costs.
3. Drive **Circular Economy** Practices: By minimizing reliance on physical infrastructure and promoting resource efficiency, businesses can contribute to a circular economy, reducing e-waste and environmental footprint.
4. Collaborate for Sustainable Success: Partner with experienced providers like CloudHedge to maximize the benefits of modernization and drive sustainable transformation, propelling your business towards a greener and more prosperous future.

By partnering with CloudHedge and adopting the OmniDeq platform integrated with EKS Blueprints, future clients can streamline their AWS deployments, improve operational efficiency, and achieve significant cost savings while delivering their solutions faster to market.