

PuroEGO migrates its traditional infrastructure to Luce's private Cloud obtaining a saving of 40%

Migration from traditional CDP to the Private Cloud

PuroEGO once again entrusted Luce Innovative Technologies with the migration of its data centre to Luce's private cloud. With this change from a traditional infrastructure, the Spanish textile company has achieved **cost savings of 40%** compared to its initial starting situation.

Challenge

The challenge was to optimise the investment in infrastructure and hosting of the existing central services without PuroEGO suffering any disruption or interruption to the daily operations of its shops and warehouses.

Solution

Migration from PuroEGO's traditional CDP to Luce's private cloud, providing a solution that contains a customised infrastructure within which connectivity, sizing, scalability and data security are guaranteed.

Results

The most immediate result was cost savings of more than 40%, with a migration process that was fully adapted to PuroEGO's business being completely clear and without any impact on the customer.

PuroEGO

PuroEGO is a Spanish company that was born as a result of more than 20 years of experience in the textile sector.

Based in Madrid, the brand was launched in 2007 with the aim of bringing a more dynamic and urban vision to men's fashion, always based on the essence of handmade tailoring.



Daniel Martín Ruano
Operations Director
at **PuroEGO**

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They far exceeded our expectations"

The services of the new infrastructure are faster, more efficient and cheaper, and the migration process was completely clear to us.

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We are in safe hands"

I would highlight Luce's involvement with our business. At all times they are aware of the importance of time/response and offering a customised service.

Assimilating the need

The high capacity of the Luce's team, joining Technology and Business, allowed to design a solution totally adapted to PuroEGO's needs, increasing the adoption of the proposal and maximising the results obtained, without increasing the budget.

The relationship based on trust between PuroEGO and Luce Innovative Technologies, prompted them to raise directly to Luce team the concern about the high costs they had in their traditional infrastructure that they had until then.

This is where Luce Innovative Technologies opened a process of high strategic value in which they defined the best initiatives for PuroEGO's starting situation.

