

10x call center capacity added in weeks – just in time for the holiday rush

The Outcome

Radial, an omnichannel e-commerce platform serving a broad roster of retailers, needed to support 3,500 to 4,000 call agents during COVID-19 peak demand. Their on-premise infrastructure supported only 350. Hardware was backordered industry-wide. Presidio built the capacity on VMware Cloud on AWS in time, with no service disruption to Radial's retail clients.

How They Got There

Presidio deployed Horizon on VMware Cloud on AWS and stood up two software-defined data centers - east and west U.S. - giving Radial fully redundant coast-to-coast coverage. VMware's Elastic DRS auto-scales clusters every five minutes based on actual demand. F5 load balancing and Silverpeak SD-WAN tied the cloud environment to Radial's existing infrastructure. The migration ran in parallel with a full VDI redesign.

Why It Worked

Buying hardware to handle a once-a-year spike was already a poor model. The pandemic made it impossible. Elastic cloud infrastructure meant Radial could meet a 10x demand surge without a 10x capital investment - then scale back when the season ended. East-west redundancy gave Radial a permanent foundation for reliability and cost-efficient scaling in every season that follows.

The Situation

Radial provides omnichannel e-commerce technology to a deep roster of retail clients. When COVID-19 compressed the 2020 holiday season and pushed demand to more than 10x their normal peak, Radial's on-premise infrastructure, which could support 350 call agents, was expected to support 3,500 to 4,000. Hardware procurement was off the table: supply chains were backordered across the industry.

The Approach

With hardware unavailable, VMware Cloud on AWS was the only viable path. Presidio deployed Horizon on VMware Cloud on AWS and built two software-defined data centers - east and west U.S. VMware's Elastic Distributed Resource Scheduler scales clusters every five minutes based on real demand. F5 load balancing split traffic during cutover, and Silverpeak SD-WAN connected the cloud environment to Radial's existing network. The migration ran in parallel with a full VDI redesign, both completed before November.

The Result

Radial entered the 2020 holiday season able to support 3,500 to 4,000 call agents - ten times its previous capacity - without purchasing a single piece of hardware. Elastic scaling meant costs tracked actual demand rather than a worst-case peak. The permanent cloud foundation carries reliability and cost efficiency into every season that follows.

10x

Call center capacity -
from 350 to 3,500+
agents supported

2 SDDCs

East and west coast -
fully redundant,
coast-to-coast coverage

On time

Migration completed
before November peak
season