

New Lobster

PRESIDIO KEEPS NEW LOBSTER DESIGNING FOR TED BAKER FOR PDS WITH URGENT MIGRATION.

The Customer

New Lobster is a subsidiary of PDS Limited, the global solutions business for the fashion industry. New Lobster functions as the design office of Ted Baker, providing design and manufacturing services for the brand owners.

The Relationship

New Lobster had always shared key technology systems with Ted Baker. When the Ted Baker retail business entered administration, New Lobster needed to quickly replace these systems. New Lobster engaged Presidio to make sure the deadline was met.

The Challenge

Migrating a business to a new technology infrastructure is usually planned well ahead of time, with considerable allowance given for contingencies. However, the unexpected circumstances of the Ted Baker administration meant that there was no opportunity to plan this project in advance, and the whole programme had to be completed in less than three months. With the old systems scheduled to be shut down and a forced office move, there was no scope to extend the deadline.

Key to the New Lobster business is the Product Life Management application - a sophisticated and complex database and data management system, used to store, protect and maintain the company's IP. Along with the rest of New Lobster's existing technology, this was hosted on an old on-premises environment, for which support was due to be terminated. A vital part of the project was migrating this application and its data to a secure, low-maintenance cloud environment.

Further, the administration scenario introduced an unusual degree of uncertainty. Until quite late in the process, unresolved questions remained about contractual obligations and ownership of some data, and the Presidio team had to work around these restrictions. The administration also brought in additional stakeholders, with even minor decisions requiring agreement from several parties.

Business Challenges

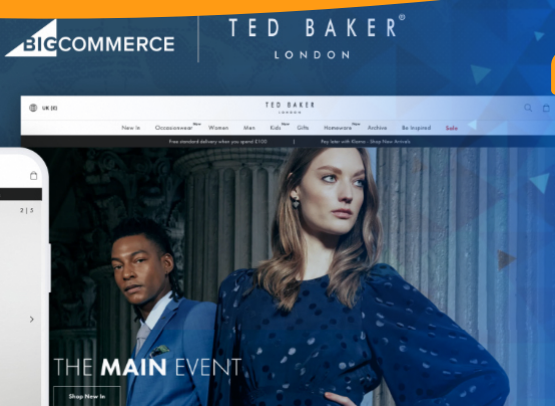
- ⦿ New business technology infrastructure
- ⦿ Inflexible deadline
- ⦿ Multiple stakeholders
- ⦿ Mission-critical legacy and unsupported business application

Services Used

- ⦿ Amazon Simple Storage Service (S3)
- ⦿ Amazon Elastic Compute Cloud (EC2) (Virtual and Bare Metal Instances)
- ⦿ AWS S3 File Gateway
- ⦿ AWS VPN (Client and Site2Site)
- ⦿ AWS Secrets Manager
- ⦿ AWS Identity Center SSO integration with Microsoft Entra ID

Outcomes

- ⦿ Migration completed on schedule
- ⦿ New, more secure infrastructure
- ⦿ All data and applications preserved
- ⦿ Mission-critical legacy application migrated with minimal downtime



“Usually, large IT projects such as an infrastructure migration are planned well in advance, with plenty of allowances for unexpected delays. This was very different, but Presidio was essential in getting it done.”

Stuart Daniels,
PDS Ltd.

The Solution

With a complex project, an immovable deadline and considerable uncertainty, effective collaboration was crucial. The Presidio team had the skills to act as the nerve centre of communication between the administrators, the new owners of the Ted Baker brand, and New Lobster.

After a detailed assessment of the existing technology, the Presidio team quickly designed and built a new, modern technology infrastructure, optimised to run within an Amazon Web Services (AWS) environment.

As New Lobster is wholly focused on delivering design and fashion services, the company has only a minimal full-time technology resource. With that in mind, Presidio not only took the lead on the project, but designed and built the new platform to be as easily maintained as possible.

With the new environment in place, the Presidio team then began moving New Lobster's technology across. This included reformatting the team's personal devices and creating a whole new set of user identities, with email services, Active Directory, and associated security - everything required to ensure that New Lobster data was safe, while not creating unnecessary obstacles for the company's employees.

The Presidio team also created a new backup infrastructure with disaster recovery planning and capabilities to ensure that valuable IP was safeguarded in the event of unexpected events.

Finally, operations were migrated from the largely outdated on-premises system to the modern, secure, and cost-effective AWS infrastructure. All the capabilities of the existing technology were retained, with the addition of far greater security, resilience and usability.

Results / Benefits

Despite the very challenging parameters, the project was completed on time, and the New Lobster team began operating the new technology without disruption to their work.

The new platform preserves and enhances the vital applications that allow the New Lobster team to create, use and manage the company's catalogue of designs and specifications.

Stable, secure and low-maintenance, the new infrastructure empowers the fashion and design experts at New Lobster to do what they do best - create distinguished styles for any occasion.

Ted Baker continues to operate in its new incarnation, with its distinctive look carried by leading retailers in the UK and beyond, and New Lobster providing design and manufacturing services for the wider business. New Lobster has since entered a growth phase, with the new technology infrastructure helping to drive that success.



PRESIDIO®

