

# Baccarose — Detailed Case Study

Luxury Beauty and Fragrance | India | CloudPe — Virtual Machines | Since 2024

## At a Glance

|                |                                                             |
|----------------|-------------------------------------------------------------|
| INDUSTRY       | Luxury Beauty and Fragrance Distribution                    |
| COMPANY SIZE   | 1,000 to 5,000 employees                                    |
| HEADQUARTERS   | India                                                       |
| PREVIOUS SETUP | On-premises Nutanix infrastructure                          |
| SOLUTION       | CloudPe — 18 VMs, 129 vCPU, 536 GB RAM, 14 TB NVMe          |
| KEY RESULT     | 60% cost reduction, 100% uptime, scaled in 10 to 15 minutes |

60% Cost Reduction 100% Uptime 18 VMs Migrated 10 to 15 Days Full Migration

## Company Profile

Baccarose is India's leading curator, operator, and distributor of luxury beauty and fragrance brands. A 40-year-old business that brings global names like Sisley, Versace, YSL, Kenzo, and Shiseido to the Indian market. Baccarose has an omni-channel retail and distribution model through which it spans physical stores, partner networks, and e-commerce business. Baccarose operates complex, always-on digital infrastructure that their business depends on every day.

## The Problem

Baccarose ran their internal systems and business-critical applications on an on-premises Nutanix setup. The infrastructure worked but after a while the **fixed hardware environment couldn't handle the company's growth efficiently.**

**Infrastructure costs were increasing steadily.** Every scale-up meant hardware procurement, installation, and configuration. **The process took weeks and also blocked internal IT resources.** Capacity was routinely either overprovisioned, wasting spend, or insufficient at peak, hurting performance. The cost and operational drag of maintaining physical hardware was pulling the IT team away from higher-value work.

- ✓ Rigid Infrastructure
- ✓ Rising Costs
- ✓ Slow Scalability
- ✓ Inaccurate Provisioning
- ✓ Operational Drain

## What We Delivered

- ✓ 18 Virtual Machines migrated to CloudPe's cloud platform
- ✓ 129 vCPU, 536 GB RAM, 14,000 GB HA NVMe Storage provisioned at the L&T data centre
- ✓ Dedicated account management and hands-on migration support throughout
- ✓ Workload assessment, optimised resource allocation, and phased go-live to ensure zero disruption
- ✓ Shift from capex (hardware ownership) to opex (pay for what you use) model

## Why They Chose CloudPe

Baccarose evaluated other providers, including WebWorks, before selecting CloudPe. The deciding factors were support quality and migration confidence. The CloudPe team offered dedicated account management and a structured migration approach that gave the Baccarose IT team certainty the transition would not disrupt live systems. For a business where downtime is not an option, that trust carried more weight than any feature checklist.

- ✓ Dedicated Support
- ✓ Migration Expertise
- ✓ Operational Continuity
- ✓ Proven Reliability

## The Results

- ✓ 60% reduction in infrastructure and operational costs, immediate and sustained
- ✓ 100% uptime maintained post-migration, with no service interruptions
- ✓ Full migration completed in 10 to 15 days
- ✓ Resources now scalable in 10 to 15 minutes
- ✓ IT team fully freed from physical hardware management, redirected to strategic work

## In Their Words

### The Bigger Picture

Baccarose's story is one that a growing number of India's mid-to-large enterprises will recognise. A business that outgrew its on-premises infrastructure, not because the technology failed, but because the economics stopped making sense. The decision to migrate is rarely about features. It is about the maths not adding up anymore and needing a partner who can execute the move without disruption.

If your team is managing hardware instead of shipping products, or if your infrastructure bill is growing faster than your business, that is the exact problem CloudPe was built to solve.

*Ready to see what this looks like for your business? [Talk to us / Book a call / Get a quote]*