TECH
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Case Study

Boosting Database Performance by 20% Using Cloud BlazeTech for Leading UK-Based Confectionery

Overview

The global confectionery market, worth $198.2 billion in 2024, is projected to expand to $266.0 billion by 2033, reflecting a compound annual growth rate (CAGR) of 2.99% during the forecast period[1]. However, industry progress has been hindered by legacy infrastructure that creates performance bottlenecks and drives up operational costs. Today, companies must find ways to optimize their cloud environments, enhancing efficiency and fueling innovation.

A leading UK confectionery company was struggling with high cloud costs and inefficient performance across its more than 25 database servers. Tech Mahindra intervened with a targeted proof of concept using our proprietary Cloud BlazeTech framework. Our solution delivered a 20% improvement in database performance, providing a clear, data-backed strategy to reduce monthly cloud costs, accelerate transactions, and improve the overall user experience.

The global confectionery market solution boosted database performance by 20%, enabling a data-driven strategy to cut cloud costs, speed transactions, and enhance user experience.
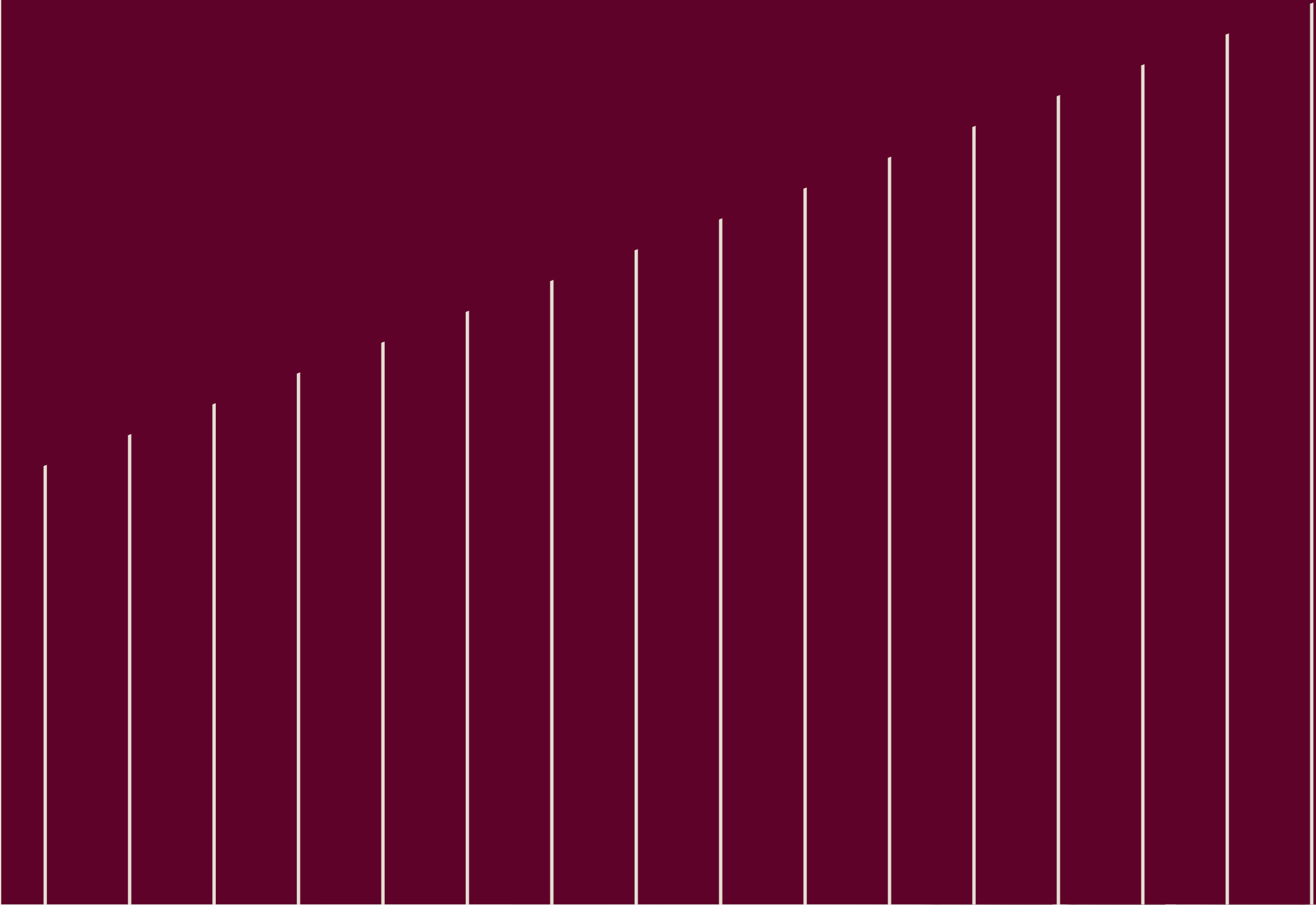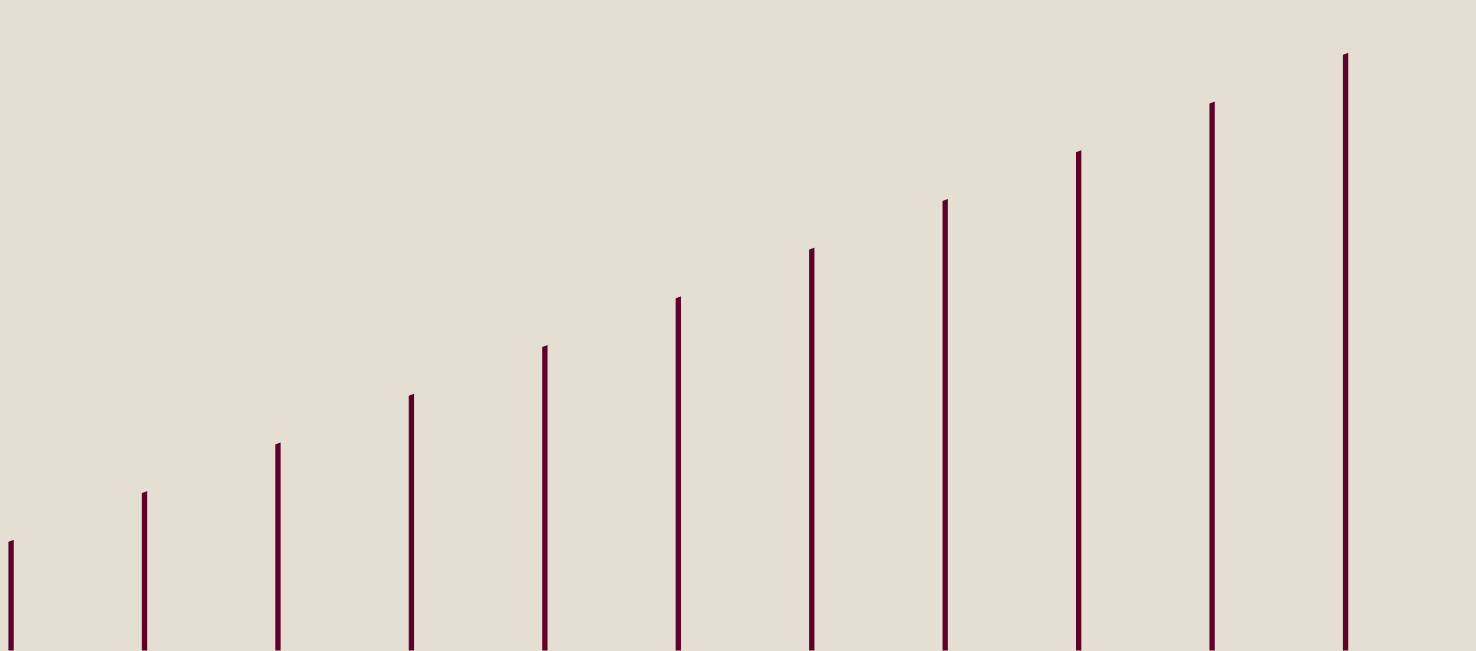
Client Background and Challenges

The client is a leading UK-based confectionery giant with a portfolio that includes some of the most recognized and cherished biscuit and snack brands in the market. With over 300 years of baking and confectionery heritage, its 16,000-strong global team crafts delicious treats across 26 bakeries in 11 countries. Large-scale operations depend heavily on a high-performing and cost-effective cloud infrastructure.

However, the cloud environment faced critical challenges that impacted both its budget and efficiencycost-effective cloud infrastructure.

Challenges Faced

High Cloud Costs

Unoptimized database workloads were driving up monthly cloud spending

Performance Inefficiencies

Slow transaction times and reporting delays were affecting system responsiveness and user productivity.

Scalability Concerns

The company needed a cost-effective solution to enhance performance across its extensive environment of over 25 database servers.

Solution and Approach

We proposed a targeted proof of concept (POC) to demonstrate the power of its Cloud BlazeTech platform in our client's own environment.

Live Environment POC

Selected one of the client's production database servers to prove the solution's effectiveness with real-world workloads.

Performance Benchmarking

Utilized the HammerDB tool to establish a performance baseline, measuring key metrics like Transactions Per Minute (TPM) and New Orders Per Minute (NOPM).

Targeted Optimization

Applied the database optimization stream within the Cloud BlazeTech framework to fine-tune database parameters, enhancing throughput and resource utilization.

Validating Results

After optimizations, we re-tested the benchmarks again to measure improvement in performance while showing an increase in transaction speed.

Business Impact

The successful POC delivered tangible, measurable improvements, validating the solution's potential for a full-scale rollout:

20% Performance Enhancement

Achieved a 20% increase in database performance, measured by a significant rise in TPM and NOPM.

Proven Path to Cost Reduction

The performance boost demonstrated that fewer database servers would be required to handle the same workload, providing a direct strategy to lower monthly cloud costs.

Improved User Experience

Faster transaction processing and system responsiveness led to a better experience for all users, from internal administrators to end-customers.

Validated Scalability

The success of a single server provided the client with a confident, data-backed plan to scale these optimizations across its remaining 25+ databases for long-term efficiency.

References

Research and Markets. (2024, May). Confectionery global market report 2024. https://www.researchandmarkets.com/report/confectionery

About Tech Mahindra

Tech Mahindra (NSE: TECHM) offers technology consulting and digital solutions to global enterprises across industries, enabling transformative scale at unparalleled speed. With 152,000+ professionals across 90+ countries helping 1100+ clients, Tech Mahindra provides a full spectrum of services including consult-ing, information technology, enterprise applications, business process services, engineering services, network services, customer experience & design, AI & analytics, and cloud & infrastructure services. It is the first Indian company in the world to have been awarded the Sustainable Markets Initiative's Terra Carta Seal, which recognises global companies that are actively leading the charge to create a climate and nature-positive future. Tech Mahindra is part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federation of companies. For more information on how TechM can partner with you to meet your Scale at Speed™ imperatives, please visit https://www.techmahindra.com/.

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