Apps Associates Helps Munchkin Improve Flexibility by Migrating Oracle E-Business Suite and Hyperion to Amazon Web Services (AWS)

Munchkin Inc. is a manufacturer and distributor of infant and toddler products whose mission is "to be the most loved baby lifestyle brand in the world." The company sells bottles, cups, feeding products, gates, apparel and other products geared for children through mass-market retailers, drug and grocery stores, as well as online in the U.S. and across the globe. Founded by a father with a knack for innovation in 1991, Munchkin has an established history of quick growth, and pivoting to meet market demands.

AT A GLANCE

215 patents   7 offices   300+ employees

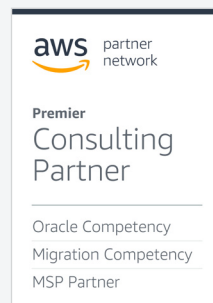## Munchkin Needed IT Alternatives to Support Service Levels & Provide Ability to Scale

Munchkin uses Oracle E-Business Suite (EBS) to run a wide variety of back-end functions, including enterprise resource planning and supply chain management. Oracle EBS has served as a mission-critical application for the company for well over two decades, providing an operational backbone as Munchkin grew from a small startup to a global supplier.

For years, Munchkin had outsourced all IT operations to third-party providers. The company swapped providers several times, eventually shifting to a large data center management company that hosted Munchkin dedicated servers and managed an array of software and services.

Recently, Munchkin started looking at IT alternatives that would help the company keep service levels high as it scaled its operations. They needed the flexibility to be able to grow and pivot quickly.

"The start of the whole process stemmed from our unhappiness with our old provider," said Paul van den

Brink, Oracle ERP Manager with Munchkin. "Costs kept going up. We had dedicated servers that were inflexible. We really felt hamstrung as an organization. We started checking out what other companies were doing and started getting excited about what we could accomplish with AWS."

aws partner network

Premier
Consulting Partner

Oracle Competency
Migration Competency
MSP Partner

Munchkin engaged with Apps Associates to do an AWS proof of concept (POC) plan to make sure all of its back-end systems, including Oracle EBS and Hyperion, would perform well in the public cloud. Results from the POC exceeded Munchkin's expectations, and a round of follow-up tests convinced IT leaders that it was time to make the move to public cloud.

Still, Munchkin was concerned about potential outages of Oracle EBS during the migration process.

"The fact is, this is the backbone of our company," said Balazs Franciszti, Sr. Director of Digital Technology at Munchkin. "If it goes down, we're in trouble. Last year we had three unplanned outages of more than three hours, and it caused all kinds of problems: extra costs, more labor hours, missed shipments, you name it. Everything rides on this system. We can't really allow any unplanned downtime."

These concerns prompted Munchkin IT leaders to look for a company with in-depth experience migrating Oracle applications to cloud environments. They narrowed down the search to four providers, including Apps Associates, which Paul van den Brink had previously contracted with on another migration while working with another company. After a series of interviews, Munchkin chose Apps Associates for the job.

Apps & AWS Selected Based on Track Record

"The track record Apps Associates has on Oracle migrations and the partnership it has with AWS made us comfortable with the decision," van den Brink said. "I had worked with Apps Associates before. They were a known commodity for me, and they came highly recommended from a number of other people I respect."

> " *The track record Apps Associates has on Oracle migrations and the partnership it has with AWS made us comfortable with the decision.* "
>
> - Paul van den Brink, Oracle ERP Manager at Munchkin

The first task was to identify potential risks in the migration process.

"One thing that surprised us was the risk was not in the software, operating system or the hardware; it was in the connection with outside systems," van den Brink said. "Working with Apps Associates on a plan to minimize these risks, we were able to make sure all the

Apps Associates was able to halve the total time spent to just six weeks of planning and execution to better meet Munchkin's goals.

critical systems would work. The warehouse would be operational, the orders would come in, and the highly visible systems that management reporting was relying on would be working."

Munchkin and Apps Associates started the project just after Christmas of 2018 and then put it on a fast track to ensure that the migration could be executed by mid-February. Apps Associates conducted the whole migration, moving 2TB of Oracle EBS and Hyperion data over the President's Day long weekend in mid-February 2019. This was a strategic decision in order to spread risk and slowly add operations worldwide. From planning stages to completion, the entire process took six weeks, while the migration itself was complete in under two days, ensuring Munchkin was able to keep operations running with very limited down time. While the original scope with Apps Associates detailed migration activity over the course of 12 weeks, Apps Associates was able to halve the total time spent to just six weeks of planning and execution to better meet Munchkin's goals.

Leading up to the migration, Apps Associates had to troubleshoot a handful of issues.

"We knew that there could be some potential problems, but Apps told us what we needed to do, what the options were and how we could fix it," van den Brink said. "Our old provider wasn't being as helpful as they should have been, but Apps jumped in and made alternative plans. There was a lot of extra work we had to do regarding the recovery files, however we made it work."

Real Valued Delivered As a Result of an AWS Migration

Munchkin transitioned to AWS services centered on core infrastructure building blocks, including Elastic Compute Cloud (EC2) and Elastic Block Store (EBS), as well as Amazon Virtual Private Cloud (VPC). Apps Associates suggested Munchkin leverage VPC, security groups, network ACL's and multiple subnets to host the EBS and EPM PROD and non-prod footprint. Apps Associates was also able to provide insight into AWS best practices and protocols, including their Well-Architected Framework principles. As part of the migration process, Munchkin implemented backup policies using AWS Snapshot technology, AWS Images (AMI) and AWS S3 Storage. The company also added Disaster Recovery (DR) capabilities to their footprint.

Following the migration to AWS, Munchkin officials reported that the company can move faster and more flexibly than it ever has before. They said they regularly change servers, dial services up and down, and clone the test system on a weekly basis. When they needed to do an urgent data restore, Apps Associates did it overnight. When they needed to change a memory configuration, Munchkin performed the upgrade overnight. In the past, changing a hardware configuration required weeks of effort, while incurring additional costs.

Implementation Highlights

AWS POC convinced Munchkin leaders it was time to move to Cloud

2 TB of Oracle/ Hyperion Data

Completed ahead of schedule 6 weeks vs. 12

Overall, the biggest immediate return for Munchkin was improved flexibility. Previously, the company had faced continuously increasing costs, without the ability to reduce or shut down environments if they weren't being fully utilized. The number of environments with their former provider was fixed, and inflexible.

This was resolved by partnering with Apps Associates and AWS. AWS allows Munchkin to quickly create new environments or shut down servers, so the company can effectively scale up or down to align with seasonal shifts such as peak shopping season. They also are no longer required to pay for environments they are not regularly using.

Along with providing expertise, Apps Associates helped provide "peace of mind" by being responsive on a 24-7 basis during the migration process.

"We feel much better being on AWS, with Apps support behind us – personally, I'm able to sleep 50% better at night," Balazs said. "We don't have to worry about all the craziness. Now we can focus on our business. You can't put a percentage on that. For a company that's as lean and fast moving as we are, that's really important."

> " *We feel much better being on AWS, with Apps support behind us...*
> *We don't have to worry about all the craziness.*
> **Now we can focus on our business.** "

- Balazs Franciszti, Sr. Director of Digital Technology at Munchkin

---

apps associates

For more information about cloud migration expertise and managed services from Apps Associates, please visit www.appsassociates.com or call us at +1-978-399-0230.