



# LIQ

LIQ is a customer experience company based in Brazil that offers Customer Relationship Management (CRM), Business Process Management (BPM), Business Process Operations (BPO), Trade Show, and Event Marketing Solutions. LIQ employs 20,000 associates across eight states within Brazil.

## Industry

Business Services

## Headquarters

São Paulo

## VMware footprint

Google Cloud VMware Engine

## LIQ migrates on-premise data center with Google Cloud VMware Engine

LIQ is a Customer Relationship Management (CRM) company with several locations across Brazil. The company is focused on building intelligent, technology-driven solutions to help its customers under their end consumers. Offering personalized solutions for over 13 years, the organization wants to be recognized as the best option for those who want to evolve the way they relate to their customers.

After a growth of more than 60% in revenue in the last year, LIQ felt the need to carry out new investments to update and modernize its 600 servers. The objective was to meet the new business demands with more agility and security and to reduce the idle part of its processing capacity.

To do so, the company understood that the best solution would be to migrate its on-premise data center to the cloud. After analyzing several cloud providers, it chose to do this with Google Cloud and Google Cloud VMware Engine.

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“We have already achieved surprising results, such as a 94% drop in the volume of incidents of applications hosted in the cloud, total infrastructure cost 60% lower than two years ago and a 92% reduction in the amount spent with historical data storage.”

Nicolas Ramirez, Director of Technology and Innovation, LIQ

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To carry out the migration, VMware and Google Cloud needed to map all LIQ applications, understand their interdependence and flow, and then prepare a plan to also align the process with the company's customers, so that no project was left unattended. From there, the process was divided into three phases. In the first one, completed in May, 180 servers were migrated.

After that, in just three months, the company was able to migrate 80% of the business application environments and 50% of the informational environments of the total 600 servers with Google Cloud VMware Engine. By the end of July, LIQ intends to complete the transition of critical systems and, in three months, the migration of the information systems. After that, it will start the telephony migration process, which has a large volume of data, with more than 1 million phone interactions recorded per month.

The company also started a second movement, that of application modernization, with the help of VMware Tanzu and Google. This process is expected to last a year and intends to restructure the informational structure and develop microservices to depend less on large infrastructures with fixed costs.

Once the application migration and modernization processes are completed, LIQ will commence the third movement in its Cloud migration with Google Cloud VMware Engine. Here LIQ intends to exchange traditional suppliers for others that are more familiar and engaged with cloud infrastructure and microservices. In addition, it wants to explore APIs associated with artificial intelligence to ensure a harmonious service. This business line was not part of the company until then because it was unable to process such a large volume of data before migrating to the cloud.