



Azure Cost Optimisation for Essense of Australia

How Peraison Reduced Cloud Spend and Unlocked Scalable Growth for a Fast-Growing Retail Brand



Executive Summary

Essense of Australia had recently migrated its on premise infrastructure into Microsoft Azure. Costs were rising faster than expected and the business lacked the internal cloud expertise to understand why. Peraison delivered a structured and commercially focused optimisation programme that reduced Azure spend by up to 90 percent on specific services and created a scalable, future ready cloud foundation.

The project delivered immediate financial savings, increased operational efficiency and provided the stability required for global expansion.

Essense of Australia is a well-known bridal design and wholesale brand supplying independent retailers across the globe. With rapid international growth came increasing pressure on their technology platforms. Migrating to Azure had been essential to support scale, but the shift created new challenges:

- **Monthly cloud costs** were significantly higher than projected
- The client **lacked true visibility** into where money was being spent
- Internal IT teams were focused on **day-to-day operations** rather than cloud optimisation
- The business needed a **scalable environment** that supported seasonal demand patterns

Like many SME retailers moving from on premise systems to cloud, the client discovered that simply "lifting and shifting" workloads without optimisation can result in inefficient resource usage and inflated costs.

The Challenge



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The Solution

Peraison carried out a structured assessment of the client's Azure usage, cost drivers and operational patterns. We applied a series of targeted actions that created both immediate and long-term savings.

Reserved instances for predictable workloads

We identified virtual machines running continuously and moved them to three-year reserved instances. This locked in substantial cost reductions on infrastructure the client relied on every day.

Adoption of Windows Hybrid Licensing

By enabling Hybrid Benefit and helping the client procure licences from a competitive third-party vendor, we removed Windows licence charges from monthly Azure bills.

Hybrid Licensing for SQL Servers

Using the same model, the client purchased SQL licences outright, enabling SQL Hybrid mode and eliminating the recurring licence component of their cloud bill.

Right sizing infrastructure

We analysed usage patterns across production, development and UAT environments. Servers were resized to match real usage, avoiding unnecessary compute costs while maintaining performance.

Intelligent shutdown of unused infrastructure

Through monitoring user behaviour, we identified downtime windows where certain services could be turned off. This generated additional recurring savings without affecting business operations.

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The Impact

Financial savings achieved included:

- Up to 45 percent savings from reserved instances
- Between 80 and 90 percent savings on Windows licensing
- Between 60 and 70 percent savings on SQL licensing
- Between 30 and 40 percent savings from right sized infrastructure
- Between 10 and 15 percent savings by reducing unnecessary up time

Strategic benefits included:

- A cloud environment aligned to the business's global expansion plans
- Reduced operational burden on internal IT teams
- Confidence and predictability in monthly cloud expenditure
- A scalable model allowing server, storage and database capacity to adjust with demand

Essense of Australia gained a stable, cost-efficient Azure environment that now enables growth rather than restricting it. Peraison continues to support the business through ongoing cloud management and optimisation.



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