

MusicTribe – one of the world's largest manufacturing companies for pro audio and music products

- 150 Customer Experience Tribers and more than 20,000 Retailers, Distributors, Integrators and Consultants, etc. in 134 countries
- 12 Brand Tribes with up to 90 years of history
- 450 Innovation Tribers in 7 locations
- 4,000 Customer Obsessed Tribers in 14 locations
- Highly-integrated in-house manufacturing facility
- Strategic and trusted Supplier network

Musictribe Brands

MIDAS

KLARK TEKNIK

LAB.GRUPPEN

lake

TANNOY

Turbosound

tc electronic

TCHHELICON



Bugera

AURATONE

coolaudio

musictribe

MusicTribe – Migrating On-Premises workloads to Azure

Objectives

Migrate On-Premises workloads of Windows VM and SQL VM hosting Axapta ERP application systems to Cloud.

Challenge

Legacy application hosted on older versions of Windows and SQL versions was not possible to be redeployed. Because of critical nature of application, Application availability was a challenge.

Results

Windows and SQL Servers were rehosted to Azure. Seamless Migration was performed using Azure Migrate Services (ASR) to migrating the applications, databases and its ancillary workloads to Azure cloud.

“We at Music Tribe believe that our sole purpose is to empower you to become the most creative you can be. This requires us to be technologically advanced both in our internal as well as External connections”

Himanshu Jha
Chief Digital Officer

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