Azure VMware Solution: Enterprise Hybrid Cloud Transformation

130 VMs. Two continents. Four months. Zero compromises.

TITAN Group, one of the world's largest building materials companies, needed a hybrid cloud backbone that could support its global operations — not a lift-and-shift exercise.

Performance Technologies, Microsoft Partner of the Year and the only Azure VMware Solution Specialized Partner in CEMA, designed and delivered a dual-region AVS architecture that migrated ~130 production virtual machines to Azure in four months, with full enterprise DR and immutable backup from day one.

The 1 Thing

TITAN did not move to the cloud. It built a hybrid cloud backbone for the next decade.

The migration of ~130 virtual machines was the execution, not the goal. The goal was a resilient, scalable, security-hardened foundation that would accelerate cloud adoption, reduce operational complexity, and support future application modernisation — without disrupting a global production environment during the transition.

Industry: Building Materials — Global Conglomerate • **Challenge:** On-prem VMware infrastructure could not support TITAN's growth, resilience, or modernisation ambitions. • **Outcome:** ~130 VMs migrated to dual-region Azure VMware Solution, with enterprise DR • **Vendors:** Microsoft · VMware · Veeam

Situation & Complication

TITAN Group is one of the world's largest producers of cement, ready-mix concrete, and aggregates, with operations spanning multiple countries and a technology estate to match.

For a company of this scale, IT infrastructure is not a simple back-office concern — it is the operational backbone of manufacturing, logistics, and commercial operations across geographies.

The strategic imperative was clear: modernise the infrastructure foundation to support the Group's growth trajectory. But TITAN's need was not a simple migration. The existing environment was a VMware-based on-premises estate that hosted critical production workloads. Moving it required preserving full compatibility with existing applications, maintaining operational continuity across the migration window, and simultaneously building a more resilient and scalable operating model for the future.

The specific risk was introducing complexity without a having a plan to mitigate it.

A large-scale VMware migration to Azure without architectural rigour risked application breakage, downtime, and cost overruns. TITAN needed a partner with both the Azure depth to architect the solution correctly and the VMware expertise to execute the migration without disruption. It also needed the engagement structured as a strategic transformation — not a project handover.

Resolution

TITAN needed a re-architected solution that would support their long-term global growth, without impacting their ongoing operations.

Performance Technologies approached the engagement as an architecture decision, not a migration task.

Azure VMware Solution was selected precisely because it allows a full VMware Software-Defined Data Centre — vSphere, vSAN, NSX-T — to run on dedicated Azure bare-metal infrastructure. TITAN's existing workloads required no refactoring, migration risk was minimised, and existing VMware skillset transferred directly to the new environment.

The final architecture spans two Azure regions: a primary AVS Private Cloud in West Europe and a fully operational Disaster Recovery site in North Europe. The network topology was simultaneously redesigned from a traditional Hub-and-Spoke model to Azure Virtual WAN, delivering greater scalability, simpler management, and better connectivity across Azure regions and on-premises data centres. The solution incorporates ExpressRoute with Global Reach, BGP-based dynamic routing, advanced North-South and East-West firewalling, and micro-segmentation via NSX-T — a complete, secure, and auditable hybrid environment.

Migration was executed via VMware HCX using a phased wave approach: workloads were assessed with Azure Migrate, dependencies mapped, and ~130 virtual machines migrated in successive controlled waves with explicit rollback planning. The entire migration completed in four months. Disaster recovery was built with VMware Site Recovery Manager and vSphere Replication, enabling automated failover and failback with non-disruptive DR rehearsals, defined runbooks, and measurably low RTO/RPO targets. Data protection uses Veeam Backup & Replication with Azure Blob Storage — backup sets replicated to the DR site with immutable backup policy for ransomware resilience.

How Performance Made It Possible.

TITAN had the strategic direction and the technical estate. What it needed was a partner who could architect a dual-region solution correctly on the first attempt — and then execute a live production migration without incident.

Performance's status as the only AVS Specialized Partner in CEMA was not a badge: it reflected the depth of expertise that made both the architecture and the migration credible. The Well-Architected Framework review conducted post-deployment confirmed the balance achieved across reliability, security, performance, and cost optimisation.

Impact

TITAN's new AVS environment is the strategic core of its hybrid cloud operations.

The operational outcomes are concrete. ~130 production virtual machines now run on a dual-region Azure infrastructure with enterprise-grade disaster recovery, automated failover, and immutable backup protection against ransomware. The migration completed in four months with minimal downtime and full operational control throughout.

> The deployment is exactly the kind of transformation AVS enables: enterprise workloads moved to Azure with full compatibility, full resilience, and full control — without the application risk of a full refactor.

Beyond the migration itself, the capability shift is structural:

- TITAN can now provision new environments faster, scale elastically without capital expenditure cycles, and execute future modernisation initiatives — application refactoring, cloud-native workloads, AI infrastructure — from a foundation that was designed for it.
- The dependency on legacy on-premises infrastructure is substantially reduced.
- Security posture is strengthened via RBAC, Privileged Identity Management, vSAN-level encryption, customer-managed keys, and Azure Policy governance.

Strategically, this positions TITAN's IT organisation as an enabler of international growth rather than a constraint. The hybrid cloud backbone now supports the Group's global operational strategy for the years ahead.

TITAN

Azure VMware Solution

Enterprise Hybrid Cloud Transformation

Contact us to discuss how you can run your VMware infrastructure on Azure

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Pillars: HOST | Solution Areas: Hybrid Cloud & Virtualisation, Disaster Recovery & Business Continuity, Data Protection

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