

Case Study

Amsive's Cloud Transformation: A Secure, Efficient Future with Henson Group


amsive

**Simplify Your Cloud
Amplify Your Success**



HensonGroup.com



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Background



Amsive is a leader in data-led performance marketing, helping businesses drive measurable growth through advanced customer acquisition, engagement, and communication strategies. By leveraging deep data insights, they craft personalized solutions that maximize ROI, ensuring brands connect with the right audience. Their strategic approach empowers businesses to make data-driven decisions that enhance marketing effectiveness and drive long-term success.



With expertise spanning digital marketing, analytics, and creative execution, they navigate modern marketing complexities with a tech-driven approach. Their innovative strategies optimize efficiency through targeted campaigns, AI-powered insights, and omnichannel solutions for sustained growth.

Challenge

The company faced three major challenges in optimizing its IT and cloud strategy. Their Microsoft 365 and Azure setup lacked cohesion, causing operational inefficiencies and workflow disruptions. Security and compliance were also pressing concerns, as their existing framework wasn't sufficient to safeguard sensitive data across platforms. Additionally, migrating from their previous provider posed a complex and risky challenge, with the potential to disrupt business continuity.

Henson Group was brought in to help them overcome operational inefficiencies, security concerns, and the challenges of transitioning from their previous provider. By addressing these critical issues, Henson Group aimed to minimize risk, enable smooth cloud adoption, and ensure uninterrupted business operations, empowering them to fully optimize its Microsoft ecosystem.



Solution/Results

Henson Group delivered integrated Microsoft 365 and Azure solutions to create a seamless and efficient operational experience for Amsive. Through personalized consultations and a structured service transition, we aligned the solution with their business objectives while ensuring a smooth and disruption-free migration.



Henson Group further strengthened their environment by implementing advanced security measures across platforms. With quarterly architecture reviews and monthly service reports, we provided ongoing support and optimization, driving continuous improvement and long-term success.

Solution/Results



PROJECT DELIVERY & OUTCOMES

With a structured cloud adoption strategy, tailored support, and proactive security enhancements, we optimized their operations while significantly reducing costs, empowering them to scale with confidence.

KEY LEARNINGS & NEW PROJECTS GENERATED

Throughout this engagement, we showcased how a structured, data-driven cloud strategy enhances stability and cost efficiency. Our approach reinforced the value of tailored solutions and continuous optimization.

Moving forward, we continue to support the marketing industry leader with architecture reviews, service enhancements, and evolving security frameworks while exploring AI-driven analytics to elevate their intelligence.

About

Henson Group is a certified Microsoft Azure Expert MSP partner focused on the deployment of Microsoft technologies and managed services for companies worldwide.

The majority of our architects, engineers, and developers are former Microsoft employees, which means we have relationships with Microsoft product groups and executives that give us access to roadmaps and knowledge not generally available to our competitors.

Today, we have more than 650 employees and partners servicing hundreds of clients in dozens of industries. From cloud and on-premises support to licensing

-Henson Group consistently delivers world-class results for its clients worldwide.



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