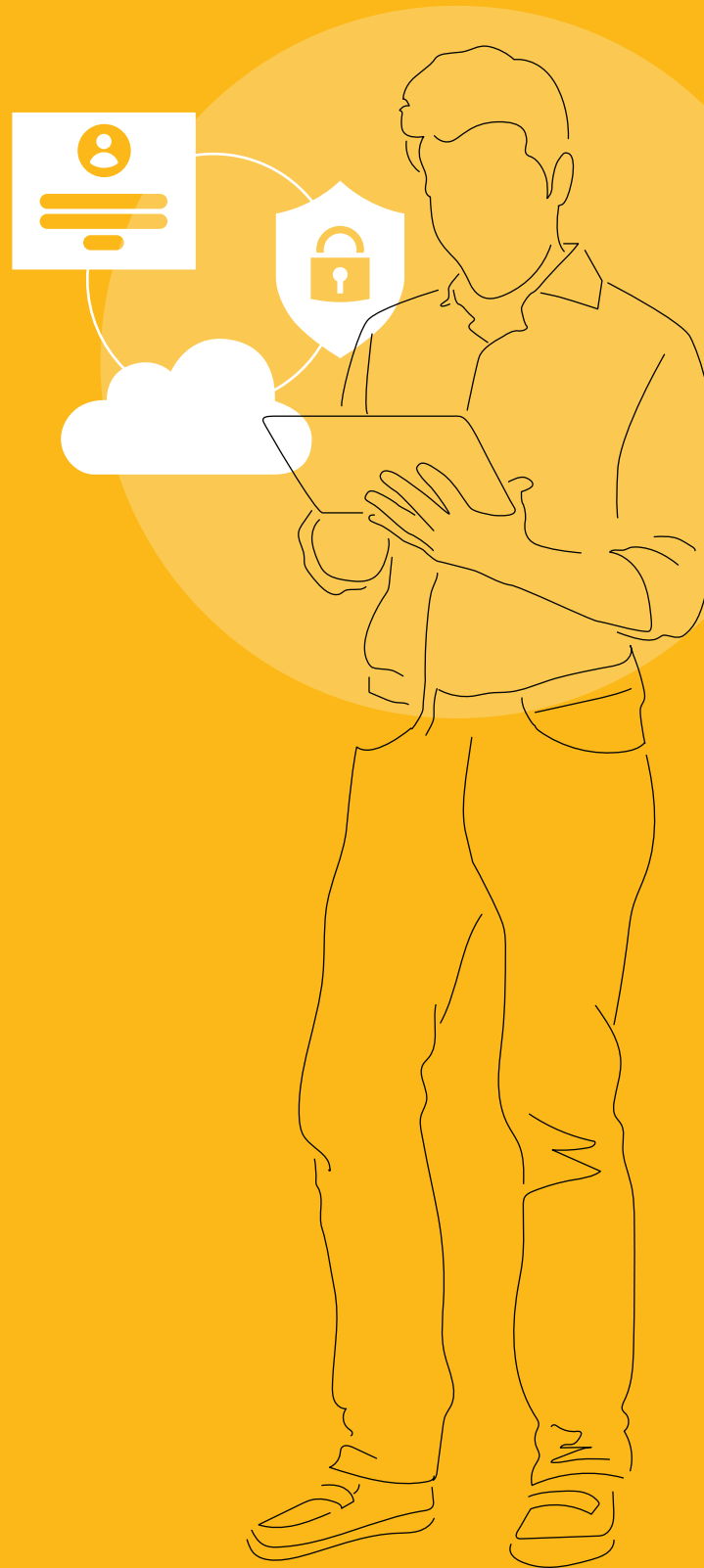


Customer success story

A Microsoft cloud transformation story

**How Crowe helped
Hannibal Industries
improve security
and efficiency with
a Microsoft Azure™
cloud migration.**



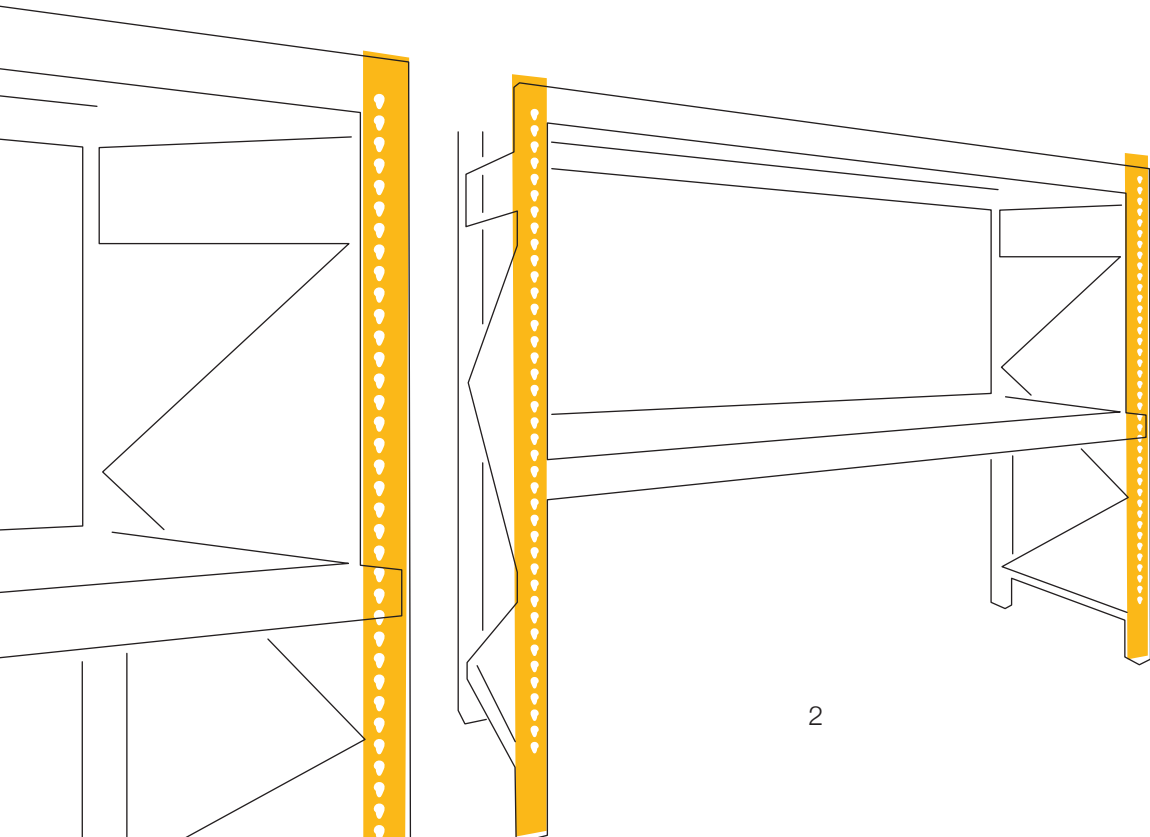
Hannibal Industries seeks to lead its industry with pioneering cloud transformation.



Headquartered in Los Angeles, Hannibal Industries is recognized as a leader in the material handling industry and provides innovative solutions for industry leaders worldwide.¹ Since 1985, Hannibal Industries has been a major rack and tube manufacturer supplying warehouses, stores, and major e-commerce businesses.

In 2015, the company expanded its business into its new facility in Houston to better meet the ever-growing needs of its customers. With a desire to better secure its proprietary designs and manage customer data, Hannibal recognized the need to replace its outdated IT systems.

Hannibal Industries engaged with Crowe and its experienced cloud transformation team to help transition to an entirely cloud-based business and improve productivity and security.



¹ <https://hannibalindustries.com/>

The problem

Decreased organizational effectiveness and increased cybersecurity risks.

Before working with Crowe, Hannibal Industries relied heavily on outdated data centers that had become unreliable, inefficient, and ineffective against cyberthreats. Hannibal's dependence on these legacy systems had created an unpredictable end-user experience and countless headaches for its IT team as the company tried to stay ahead of cyberthreats.



Hannibal Industries needed to improve five strategic areas in its business:

01

Stronger risk controls

While Hannibal remained proactive in remediating vulnerabilities, its outdated systems translated to outdated cybersecurity controls. Staying one step ahead of cyberattacks became an increasing concern.

02

Better customer service

Internal teams commonly struggled with slow system response times and downtime, which led to frustrating challenges with basic sales and customer service inquiries.

03

Expanded growth potential

Hannibal needed scalable growth to capitalize on growing market demand. But its dependence on location-based data centers with large and exposed server footprints made it difficult to add locations and increase output.

04

Optimized IT resources

The company's IT team was in a constant state of reactivity to a continual deluge of IT fixes, maintenance of outdated servers, and challenging remediation of vulnerabilities.

05

More innovation

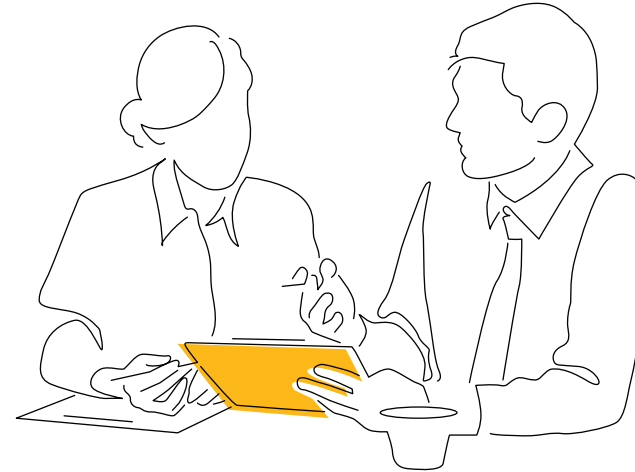
Hannibal desired more time to facilitate innovation and enhance the user experience, and it wanted to empower employees with modern tools to perform their roles and satisfy customer needs.

A change was in the cloud.



Given its desire to continue to grow as a leading provider in rack and tube, Hannibal Industries turned to Crowe to help it implement a faster and more confident cloud-based environment.

The plan



From outdated data centers to an efficient and more secure cloud.

Knowing that Hannibal Industries needed to improve its efficiencies to meet customer demand and urgently secure its systems, Crowe set to work with a proven cloud transformation plan:

01 Assessment of the current state

A quick and comprehensive assessment of systems, data, and processes provided a complete picture of the requirements and integrations needed for an effective transition to the cloud.

02 A road map to the future state

In collaboration with Hannibal's IT team, Crowe used its experience and knowledge of the Azure cloud to create a detailed plan to move Hannibal to their desired future state.

03 Zero-trust security model

Using Microsoft technologies, Crowe empowered Hannibal's team to implement a zero-trust model with fully authenticated access requests, including authorized and encrypted capabilities.

04 Reduction of the server footprint

In a step-by-step process, Crowe worked with Hannibal's IT team to transition from slower, locally based servers to a faster and more secure Azure cloud environment.

05 Maximizing Microsoft functionality

To enhance productivity across their organization, Crowe specialists guided Hannibal's team to unlock the capabilities and features of the Microsoft solutions.

06 Collaborative training and support

Crowe planned, managed, and executed project implementation with a step-by-step tactical methodology for change management with ongoing technical training and support.

**Security and efficiency,
with help every step of the way.**



**The Crowe team
focused on
understanding
Hannibal's needs and
provided a solution
that prioritized our
greatest needs. In
addition, Crowe
helped us improve
our security and our
system efficiency
with solid support
and communication
along the way.**

Venky Govind, **CIO, Hannibal Industries**



The outcomes

Crowe helped Hannibal Industries significantly improve security, transform the customer experience, and increase organizational productivity with a successful cloud migration.



Now, Hannibal Industries is experiencing growth while proactively securing its critical systems.



Cybersecurity confidence

With the establishment of a zero-trust model and the constant monitoring and detection provided by Azure, Hannibal Industries now has greater peace of mind and a proactive approach to cybersecurity.



Delighted customers

Because data is now housed in the cloud, customers experience fast and streamlined service. Processes that used to take minutes now take seconds.



Increased productivity

Employees now have access to the latest Microsoft tools to help them accomplish more and deliver vastly improved results to their leaders.



Sustainable scalability

A decreased dependency on local data centers means that Hannibal Industries can continue to expand while meeting market and industry demands with a solution that can grow with them.



Innovative opportunities

By significantly decreasing time spent on server maintenance together with strengthening proactive security monitoring, Hannibal's IT team can now put more resources toward reinventing IT processes and boosting IT productivity.



Record growth

The COVID-19 pandemic prompted an unprecedented increase in steel pallet racking demand. After working with Crowe to implement a new, efficient cloud-based system, Hannibal has met increased demand and grown its warehouse rack manufacturing output by more than 35% year over year.²

² "Hannibal Industries Sees Significant Growth With eCommerce Boom," Hannibal Industries Inc., April 12, 2021, <https://hannibalindustries.com/hannibal-industries-sees-significant-growth-with-ecommerce-boom/>

The Crowe standard

At Crowe, we offer exceptional, industry-specific solutions that create lasting value. Our dedicated professionals walk alongside our clients with a commitment to collaboration and provide deep industry knowledge with innovative technology.

By listening to our clients' needs, we can learn about their businesses and the unique challenges they face. We forge each relationship to deliver exceptional client service while upholding our core values and strong professional standards. We invest in tomorrow because we know smart decisions build lasting value for our clients, people, and profession.

**Get in touch and discover the possibilities of cloud transformation.
Contact Mike Grob at mike.grob@crowe.com.**



Smart decisions. Lasting value.™

Microsoft and Azure are either registered trademarks or trademarks of Microsoft Corp. in the United States and/or other countries.

"Crowe" is the brand name under which the member firms of Crowe Global operate and provide professional services, and those firms together form the Crowe Global network of independent audit, tax, and consulting firms. "Crowe" may be used to refer to individual firms, to several such firms, or to all firms within the Crowe Global network. The Crowe Horwath Global Risk Consulting entities, Crowe Healthcare Risk Consulting LLC, and our affiliate in Grand Cayman are subsidiaries of Crowe LLP. Crowe LLP is an Indiana limited liability partnership and the U.S. member firm of Crowe Global. Services to clients are provided by the individual member firms of Crowe Global, but Crowe Global itself is a Swiss entity that does not provide services to clients. Each member firm is a separate legal entity responsible only for its own acts and omissions and not those of any other Crowe Global network firm or other party. Visit www.crowe.com/disclosure for more information about Crowe LLP, its subsidiaries, and Crowe Global.

The information in this document is not – and is not intended to be – audit, tax, accounting, advisory, risk, performance, consulting, business, financial, investment, legal, or other professional advice. Some firm services may not be available to attest clients. The information is general in nature, based on existing authorities, and is subject to change. The information is not a substitute for professional advice or services, and you should consult a qualified professional adviser before taking any action based on the information. Crowe is not responsible for any loss incurred by any person who relies on the information discussed in this document. © 2021 Crowe LLP.

CMD2205-001D

