Success Story: SAP S/4HANA on AWS for a Fast-Growing Retail Startup

Background

The client is a fast-growing retail startup launched as a strategic business unit of a leading Indian conglomerate, with the vision of transforming the construction materials industry through an omnichannel retail model. Focused on delivering a seamless customer experience across digital and physical touchpoints, the startup operates with an online-first approach, while progressively expanding into offline store formats across India.

Their aim was to build a scalable, agile, and intelligent backend infrastructure from day one, anchored by SAP S/4HANA for core operations like finance, supply chain, inventory, and vendor management. With a nationwide expansion roadmap and a complex product portfolio, they required a cloud-native ERP platform that could support real-time decision-making, deep analytics, and future integrations with e-commerce platforms and POS systems.

The goal was clear: rapidly deploy a future-ready SAP landscape on AWS to support innovation, scale, and operational efficiency without the burden of traditional IT infrastructure.

Business Goals

- Launch nationwide operations with SAP S/4HANA at the core.
- Operate entirely on cloud - no physical infrastructure.
- Enable real-time inventory, finance, vendor management, and POS integration.
- Ensure seamless connectivity with mobile apps, e-commerce, and logistics partners.
- Prioritize security and compliance from Day 1.

Challenges

- Build a high-performance SAP landscape quickly.
- Go live in under two months.
- Avoid large CapEx.
- Ensure future scalability and disaster recovery.
- Integrate with multiple external systems and platforms.

Our Solution: SAP HANA on AWS

Tamiser Cloudworks partnered with the client's internal and SAP teams to deliver a tailored SAP S/4HANA infrastructure, using AWS-native services to ensure speed, resilience, and cost-efficiency.

Implementation Highlights

Category	Details
Discovery & Planning	• Finalized architecture, selected AWS Mumbai for latency and compliance
Architecture & Design	• SAP-certified EC2 (r5) and application servers (m5, c5) • EBS gp3 storage with 16,000 IOPS • Amazon FSx & S3 for shared and long-term storage • Multi-AZ setup with snapshot-based backups
Deployment	• Launch Wizard for SAP accelerated provisioning • HANA 2.0 SP06 with system replication • CloudWatch dashboards for health monitoring
Security & Governance	• IAM, GuardDuty, VPC segmentation, AWS Config, Security Hub, and encryption via KMS
Cost Optimization	• Reserved Instances for core workloads (35% savings) • Auto-scaling for app servers • Playbooks for store/user onboarding

Key AWS Services Used

Amazon EC2 · Amazon S3 · Amazon FSx · AWS IAM · AWS KMS · AWS Systems Manager · Amazon CloudWatch · AWS CloudTrail · AWS GuardDuty · AWS Config · Amazon VPC · AWS Site-to-Site VPN · AWS Direct Connect · AWS Transit Gateway

Customer Impact

Benefit	Value
⏱ Fast Go-Live	Full SAP system operational in 8 weeks
☁ Cloud-Only Infra	No physical infra — fully AWS native
🔒 Secure & Compliant	CIS benchmark-aligned from the start
📈 Ready for Scale	Future-ready design with e-comm & POS support

Summary

"As a startup, speed and scale were critical. Tamiser helped us deploy a robust SAP HANA backbone in the cloud without investing in any hardware. We're ready for hypergrowth, and everything just works." - CTO

A future-ready ERP foundation that went live in less than 8 weeks—without the burden of physical infrastructure or long development cycles.

Today, this ambitious retail startup is equipped with a modern digital core, ready to scale nationwide, adapt quickly, and serve customers with efficiency and speed. Together, we turned their vision into a launchpad for sustainable growth and digital innovation.

About Tamiser Cloudworks

Tamiser Cloudworks is an AWS consulting partner delivering SAP, cloud-native, and modern IT architecture. Our SAP-on-AWS solutions enable agility, security, and innovation for businesses of all sizes. For further information contact us at reachus@tamiser.in