



CASE STUDY

GoodHabitZ: Standardizing, migrating and modernizing a complex database estate with Redgate and AWS



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The Customer

Headquartered in Eindhoven, in The Netherlands, GoodHabitx provides engaging, online soft-skill upscale solutions that empower employees and foster a culture of continuous growth.

The Challenge

A large and complex database estate, comprising on-prem and multi-cloud SQL Server workloads, needed modernizing in order to streamline operations and prepare for more scalable business growth.

The Solution

By bringing database observability and robust database change management to the teams running the project, Redgate enabled GoodHabitx to migrate to the cloud faster and modernize their database estate with...

The Results

Redgate products accelerated migration, prevented costly missteps, eliminated dual-system expenses and are saving days on GoodHabitx's cloud journey.

“Redgate tools played a pivotal role in bridging the skills gap. They acted like a virtual DBA—giving us clarity, reducing complexity and enabling data-driven decisions”

Chris Chen, CTO

The Customer

- Founded: 2011
- Headquarters: Eindhoven, Netherlands
- Employees: ~350
- Industry: EdTech / Workplace learning solution
- Clients: 3,000+ returning clients annually
- Estate: Multiple commercial databases on-prem, and Cloud managed instances.

Founded in the Netherlands and now serving organizations across Europe and beyond, GoodHabitZ is a leading workplace learning solution designed to make professional development fun, accessible and impactful. With a mission to turn learning into a lasting habit, GoodHabitZ offers a rich library of engaging content—from documentary-style courses and interactive lessons to quick learning bites and self-assessments—available in over 20 languages.



GoodHabitZ supports companies of all sizes in building thriving learning cultures, with tools that go beyond content delivery. Their platform includes promotional campaign support, coaching, and analytics dashboards to help L&D teams drive engagement and prove ROI. Rated 8.6/10 by learners^[1], GoodHabitZ is trusted by thousands of organizations, including Deloitte, Randstad and Puma, to upskill employees in areas ranging from leadership and communication to AI and cultural sensitivity.

[1] <https://www.goodhabitZ.com/en-gb/online-learning-to-future-proof-organizations-content-overview/>

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The Challenge

- On-premise and multi-cloud source workloads
- Limited DBA expertise
- Cost performance optimization
- Speed of migration vs cost-efficiency and performance

GoodHabitZ faced the challenge of managing a fragmented database estate across multiple clouds and platforms. *“We didn’t want to manage multiple different data stacks on multiple clouds,”* said CTO Chris Chen. *“That would increase both cloud operating overheads and make it harder to maintain expertise”.* With a team composed largely of developing engineers, with limited prior DBA experience, the replatforming effort presented scenarios that would test the team’s approach to both planning and execution. *“Redgate tools played a pivotal role in bridging the skills gap”* said Chen, *“they acted like a virtual DBA—giving us clarity, reducing complexity and enabling data-driven decisions”.*

As a fast-growing provider of online learning solutions, GoodHabitZ is committed to delivering engaging, scalable education to organizations across Europe and beyond. With a rich content library and a platform highly rated by learners, the company’s infrastructure must support rapid growth, high availability and seamless user experiences.



However, GoodHabitx's existing setup was complex, spanning Microsoft Azure, Google Cloud Platform, Amazon Web Services and on-premises environments, and in turn this was creating operational complexity and skill fragmentation across teams. To streamline operations and deepen technical expertise, the company initiated a strategic shift to consolidate its infrastructure.

The project involved complex hurdles that required strategic problem-solving: Moving self-hosted SQL Servers to AWS RDS required careful planning to minimize downtime, as any disruption to databases could impact the entire application and customers directly. Sizing cloud environments accurately was another priority—inaccurate estimations of the target risked under-resourcing, performance erosion, migration failure and ongoing cost inefficiencies.

GoodHabitx also aimed to modernize its database estate by refactoring from SQL Server to PostgreSQL, introducing DevOps workflows, and standardizing deployments. With data migration a critical pain point, the team needed tools that could baseline performance, validate sizing, simulate environments, and support version control—all while maintaining confidence and continuity throughout the transition.

“We needed a modernized foundation stack to support our ambitious roadmap—and we are so happy Redgate helped us build it”

Chris Chen, CTO

The Solution

- Precise target-environment sizing
- Accurate performance baselines
- Robust database change management

Based on prior experience, Chris chose Redgate to standardize and stabilize database operations. *“Redgate has a fully-fledged product portfolio,” he said. “I didn’t need to put different puzzle pieces together. It’s a complete closed loop for database operations.”*

In the first phase of migration, GoodHabitZ used Redgate Monitor to validate sizing and simulate environments before moving the on-premises SQL Server workloads to AWS RDS. Initial project estimates significantly underestimated resource requirements, but Redgate Monitor revealed the need for RDS instances up to 8x larger. This insight helped the team avoid costly misconfigurations, poorly performing customer learning experiences and ensured a smooth transition without dual-running environments. *“It gave us deep visibility into our database workloads, which extended what AWS architects were able to advise on when sizing RDS,”* Chen noted.



Redgate Monitor also provided a single pane of glass for tracking and optimizing performance, giving the team confidence in their migration decisions and helping maintain continuity across critical systems. *"It gave us the clarity we needed to avoid costly misconfigurations, In one example, we reduced peak throughput from 700 – 800MB/s to under 100MB/s before migration."*

In the second phase, GoodHabitx introduced Redgate Flyway Enterprise to be able to track every database change to a single source of truth in version control. Redgate Flyway Enterprise was integrated into CI/CD pipelines to manage schema changes during ongoing development. *"Development didn't stop during migration,"* said Chen. *"Redgate Flyway Enterprise helped us track changes and escalate them cleanly across environments."* GoodHabitx expanded their rollout of Redgate Flyway Enterprise from SQL Server environments to their wider database estate as they began refactoring databases to PostgreSQL. Redgate Flyway Enterprise 's lightweight, script-based approach enabled standardized workflows for developing and deploying database changes, right across their database estate. It also integrated well with existing pipelines used for application deployments and aligned with GoodHabitx's goals around applying a DevOps approach to releases.



The Results

- 8x more accurate AWS sizing— Redgate Monitor revealed the need for significantly larger RDS instances, helping avoid costly misconfigurations and ensuring a smooth transition.
- Minimized downtime: The migration is a solid success from 13 years old legacy platform to cloud native, preserving customer experience and engagement.
- Cost efficiency: Consolidating the data estate reduced infrastructure costs by one-third and eliminated dual-running environments.
- Empowered teams: With limited DBA experience, Redgate tools provided clarity and control, enabling the team to manage complex migrations confidently.
- Cloud-optimized performance: Redgate Monitor helped reduce peak throughput from 700 – 800MB/s to under 100MB/s, supporting stable operations post-migration.
- Accelerated delivery: Flyway Enterprise's CI/CD integration enabled on-demand deployment of database changes, cutting delivery time from hours to minutes.



“Redgate Monitor and Redgate Flyway Enterprise helped GoodHabitx accelerate our cloud transformation, reduce operational overhead, and build a scalable, modern data estate.” Chris Chen, CTO

What’s next

GoodHabitx is now transitioning from standardization to full modernization, with plans to migrate remaining workloads to PostgreSQL and Aurora using AWS DMS. The team is also embracing a FinOps culture, using monthly reporting and integrated platforms to optimize cloud spend.

Looking ahead, GoodHabitx is scaling its platform with a mobile-first and AI-first strategy. A recent milestone includes the launch of AI-powered WCAG compliance, ensuring accessibility and regulatory alignment across European markets. As CTO Chris Chen shared, *“We needed a modernized foundation stack to support our ambitious roadmap—and we are so happy Redgate helped us build it.”*