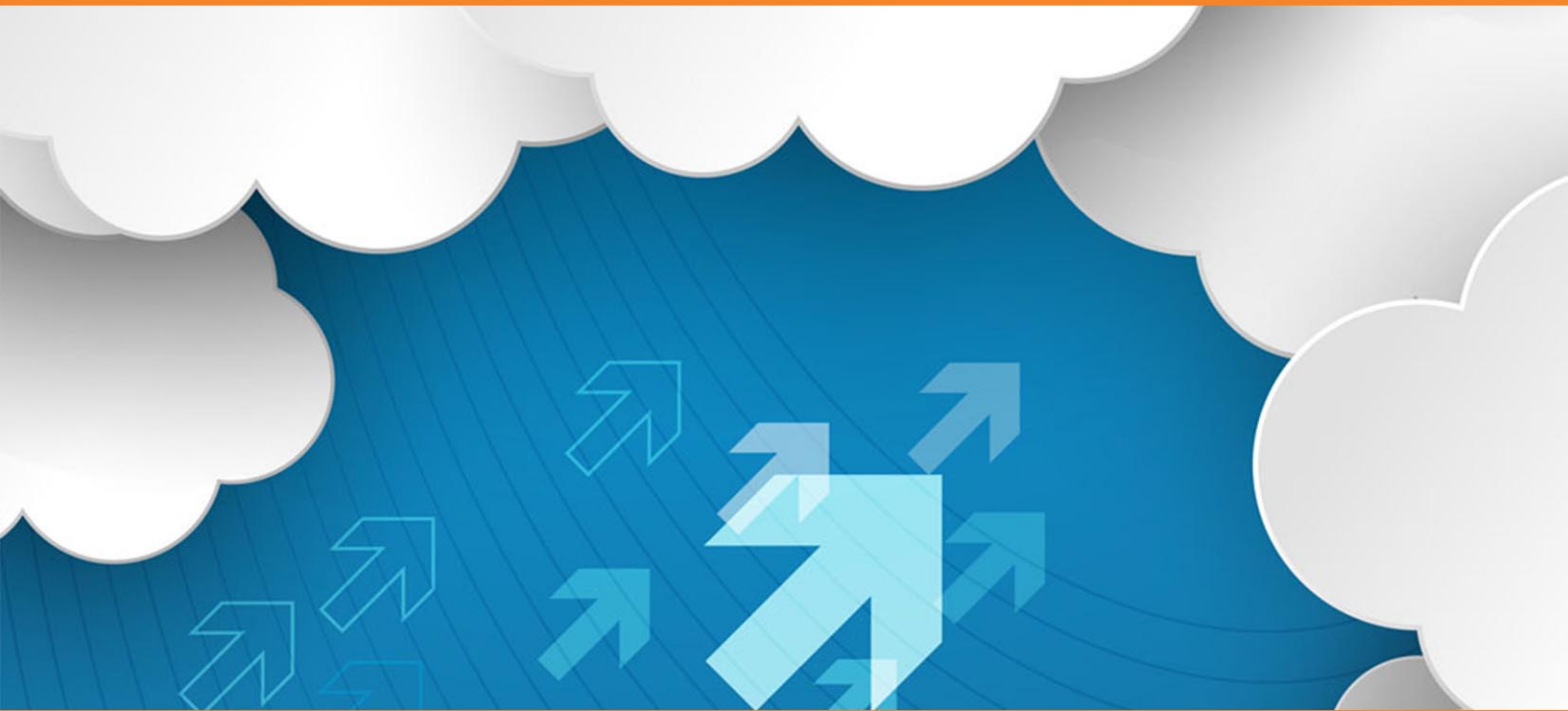


The Relevance of Cloud Migration in Abandoning Business Deadlocks



About the Client

The client is the largest Magento Enterprise partner from North America. They help many e-commerce companies to run successfully with 24/7 customer service.

The Challenge

The 20-25 percent of annual sales of USA happens on Black Friday and Cyber Monday. So the sales during those two days have an impact on the ROI achieved for the year. Since the Black Friday and Cyber Monday was critical in bringing ROI, for them making the website live without any delays or downtimes became inevitable.

Prediction of the number of visitors was almost impossible during promotion days like Black Friday and Cyber Monday. They need to configure a web hosting platform that was capable of managing a huge number of visitors without crashing the website. Delivering a good service plays an important role in customer retention. So in order to avoid all such issues, they were required to change their IT architecture.

The Objectives

The objective was to migrate the traditional IT architecture into a web hosting platform which was capable of handling higher traffic. So the client approached Ideamine to migrate their existing database and operations into a high configuration application.

The Solution

The cloud platforms are ideal for companies that deal with a random number of customers. So we have suggested the client to switch their databases and applications into an AWS cloud platform. As a part of implementing a scalable application, we have increased the number of APP instances in an auto scaling group. The EC2 instances, RDS instances, Elastic cache instances and NFS instances were scaled vertically. Ideamine implemented the AWS cloud front and deployed the DOSarrest to protect IP addresses of the customer against DDOS attacks. The web hosting application helped the client to scale their resources for Black Friday and Cyber Monday. It was not only a short term solution but also helped them to switch into a lifetime secure platform.

The Result

They were impressed by the result they got through cloud migration. They have successfully completed their sales activities and received highly positive results from the Black Friday and Cyber Monday promotional activities. The delighting customer experience through high configuration AWS cloud platform helped the client to enhance customer satisfaction. Marketing should always focus the right people on the time. In fact, the cloud migration helped the client to address their customers without any deadlock on those critical days. This case study precisely state how AWS migration make businesses competent enough to face the challenges which sprouted as a stumbling block in their business activities.