



# WEBSITES MIGRATION TO AWS

Case Study

# WEBSITES MIGRATION TO AWS

## About The Client

Our Client is a transnational consumer goods company co-headquartered in London, United Kingdom and Rotterdam, Netherlands. Its products include food, beverages, cleaning agents and personal care products. Client is organised into four main divisions – Foods, Refreshment (beverages and ice cream), Home Care, and Personal Care.

## Challenge

FMCG company based in New Jersey needed to re-design its infrastructure to support their fast growing digital marketing business. Company was previously using on-premises data centers to host its web properties, all of which were based on different technologies and sizes. For the company to scale faster they needed a solution which is scalable and elastic in nature. As Company was growing at a fast pace then their competitors, they needed cut down their end to end procurement and deployment timelines. Company was dependent on their business model by testing a marketing campaign and If successful, then deploys it to other countries and regions without delays. The IT organization wanted to use cloud deployment to implement the same process.

## Solution Overview

After reviewing requirements for the company, we decided go with Amazon Web Services (AWS). Our client priority was to have same service provider globally and with AWS we not have to worry about that. Other priorities included fast deployment of solution which already passed pilot runs and also to test multiple campaigns parallelly. Our client wanted to keep the spend on IT less but still achieve the delivery of brands to consumer & innovation.

ESS team followed CTMM and fundamentals of well architected framework as described by AWS to achieve 2 major goals: deliver global technology platform for websites, and migrate existing websites to the cloud with zero downtime.

Our certified Solution Architects already had experience in solution design & architecture. After team built a pilot platform for client's review, client chose us as implementation partner for system integration and application development. ESS team worked with the client to create global content management system (CMS).

# WEBSITES MIGRATION TO AWS

The CMS platform lets agencies build brand web sites globally and publish them across several AWS regions. ESS used features like Route 53, Auto-Scale, load balancer and right mix of compute instance to improve performance of its web sites and runs its databases on AWS managed MySQL. Our goal was to use as much managed services so we can lower the support cost of the environment.

To achieve RPO/RTO , we created automated snapshots of EBS volumes on Amazon Simple Storage Service(Amazon S3) from the US East (Northern Virginia) Region to the US West (Northern California) Region and also gave point in time restoration capability in case need arise. Our client wanted a mix of RPO/RTO timelines based on classification of web sites criticality and business justifications

For faster deployment of solution in different regions we created Amazon Machine Images (AMIs) running Windows and Linux for use on approximately 100 Amazon Elastic Compute Cloud (Amazon EC2) instances. Security is crucial part for web sites to keep them safe from DDos attacks. We used Amazon Virtual Private Cloud (Amazon VPC) with NAT gateways and SSL encryption to keep inflight data safe from intruders. Best part of using AWS is the ability to scale the instances based on the nature of a campaign's popularity. The solution was designed to be highly available and deployed across multiple Availability Zones and with the use Amazon EBS snapshots it was always easy to deploy new solution in almost no time.

While we were in the migration stage, our client wanted to make sure that there is zero downtime. This requirement would have been difficult to achieve in on-premises scenario where lot of team need to be involved to make a switch, but using AWS tools as soon as pre-production environment was approved to be moved into production it was just switching DNS address go live on AWS.

After a successful deployment of 1st website, client was confident on our approach and since then we have moved more than 100 web properties from on-premises to the cloud in less than five months. Business success lies in automation and creating repeatable assets, cloud gave us ease of storing our web assets with 1 click deploy models and also standardizing hosting environment with AWS.

Rebuilding websites using tools like custom Amazon Machine Images, CloudFormation templates and APIs has given ESS edge over competitors. Easy deployment and easy rollbacks have become easy if we compare it the on-premises scenarios. What used to take a week now only takes one or two days. By reusing components and not building servers or services from the ground saves a lot of time to move things into production

# WEBSITES MIGRATION TO AWS

## Value Delivered

Our client's decision to move web properties to the cloud and ESS team following well architected framework we achieved improved ROI & operational efficiency. Timeline for deploying a new website leading to a marketing campaign reduced from 1 week to 2 days

Using managed services saves our client time and cost in various ways. Additionally, by using AWS, brand managers were able to completely alter a campaign within 24 hours, which wouldn't happen with the physical infrastructure."