Consumer AWS Migration
for one of the world's largest beverage corporations

CANDID

Candid provided a team to facilitate the migration of all of our client's consumer facing websites to AWS and deliver a global, scalable cloud platform to support rapid deployment of their digital campaigns.

BACKGROUND

One of the world's largest beverage corporations has an ever-growing consumer product portfolio, with over 500 brands that sell in 200 countries. This corporation relies heavily on web-enabled marketing campaigns for their North American consumer business unit, the largest part of the organization's consumer brand portfolio. However, they lacked an elastic and scalable infrastructure that was capable of supporting large and complex digital campaigns with unpredictable web traffic.

THE PROBLEM

Initially, the client was utilizing an on-premise hosting provider, and deployment of new applications required a large amount of infrastructure setup and configuration. The hosting environment had fixed capacity and development teams were dependent on third party vendors for production code and content deployments. Campaigns with unknown traffic patterns required extensive planning, large investments in capacity and were not able to meet the required service levels for availability. In addition, the client's business unit lacked a standardized onboarding and operational support model for their 50+ digital agencies.

THE CANDID SOLUTION

The Candid team proposed migrating all company consumer websites to AWS in order to provide a global, scalable cloud platform for their digital campaigns. Included in the proposal was an entirely new operational support model for the 50+ different creative agencies that worked with the client company.

ACTION

Candid developed a holistic implementation plan to move our client to the AWS Cloud which included developing a financial model that captured the first year migration and support costs along with long-term six-year hard and soft cost savings. Candid also defined the DevOps processes to support the migration of ninety websites within twelve months and implemented an automated operational support model including account setup, website provisioning, and security and event monitoring.

- *In most cases AWS Elastic Beanstalk was used to provide easy application versioning and rollback, two production environments for zero downtime deploys, daily database backups for each site and code backups for every deployment.*

- *Amazon S3 and Amazon CloudFront were used for small sites and automation was developed to scan for security changes.*

- *AWS CloudFormation was used to set up the entire tech stack including test and production environment for each website.*

- *Automated creation of agency user accounts to support 50+ different agencies.*

- *AWS CloudTrail was enabled to capture all API calls.*

- *Amazon CloudWatch was activated to collect, monitor log files, track changes and automatically react to changes.*

OUTCOME

The Candid solution helped our client realize the following benefits:

- *Infrastructure cost savings of over $1M a year*

- *Total operational savings of $13M to $19M over six years*

- *Operational improvements, including a 90% reduction of IT support tickets.*

- *Secure, flexible and scalable platform capability*

- *Visibility into security issues such as DDoS and fraud*

- *Auto-scaling of all environments*

- *Drove adoption of AWS across the corporation*

The industry and AWS has recognized this as a marquee implementation of their cloud infrastructure and was featured in multiple 2014 re:Invent sessions including the business keynote by Michelle Routh and the Beanstalk breakout.

RESULTS

- *Mass migration drives operations and cost benefits when implemented correctly*

- *The AWS cloud is more secure than on-premise hosting providers*

- *Extensive automation drives dramatic cost reductions*

- *Develop a cloud-first architecture and strategy to realize cost savings*

AWS SERVICES USED

- *AWS Elastic Beanstalk*

- *AWS CloudFormation*

- *Amazon Route53*

- *AWS CloudTrail*

- *AWS CLI*

- *Amazon CloudWatch*

- *Amazon CloudFront*

THIRD PARTY APPLICATIONS USED

Pingdom®

Infrastructure Savings of over $1 Million per year

Total operational savings of $19M over 6 years

90% reduction of IT support tickets

20% increase in agency productivity

CANDID

Contact Candid to find out how we can put advice into action for you.

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