

## Introduction

A prestigious client of i2k2 Networks is in the business of manufacturing and selling greeting cards and other social expression products such as gifts and posters. They have a market share of about 50% of India's greeting cards market. It has about 250+ Franchise and 230+ exclusive outlets, spread across 120 cities and 6 countries. It has tie-ups and licensing arrangements for merchandising characters such as Dennis the Menace and Disney characters. It has arrangements with Paramount Cards Inc., Anne Geddes, and American Greetings, for greeting card design and name use. Following the increasing popularity of e-cards, they started its online portal. The company expanded its product range to include artificial jewellery, crystal ware, chocolates and perfumes etc.

## The challenge

They had previously suffered some major scalability and security issues. They had various challenges in terms of implementing security measures and to provide service to uncertain traffic with practical deployment of services and keep them intact. They also had challenges in implementing an automated environment with high availability. They want to achieve:

- ✓ **A robust and a secure solution**
- ✓ **Assessment of applications for vulnerabilities or deviations from best practices**
- ✓ **Implementation of security levels and checkpoints that not only secures the system but also offend unauthorized access.**
- ✓ **Increase responsiveness, productivity and efficiency**
- ✓ **Maintain a high-availability infrastructure**
- ✓ **Acquire the flexibility to increase and decrease resource**
- ✓ **Automated environment to ensure 'No Fault Tolerance'**
- ✓ **To 'keep an eye' on all activities and logs that gathers into the system to maintain and ensure stability and consistency**

## The Solution

Understanding the customer's major concerns we have to implement security standards by placing instances in more secure way. To achieve access control and monitoring we decided to deploy monitoring setup for the entire production. By taking i2k2 services they will automatically eligible for consultation on scaling and infrastructure optimization. The following key points describe the exact solution that we designed on AWS for this client.

- ✓ **Implementation of security standards by placing instances in proper and required subnets**
- ✓ **Designing an architecture that keep a track of all the access by using components**
- ✓ **Monitoring of logs, to trace any unauthorized access or service**
- ✓ **Deployment of a monitoring setup for the entire Production and UAT environment**
- ✓ **Provide them suggestions and consultation on scaling and optimizing their infrastructure**
- ✓ **Planning and designing of the best in class network architecture on AWS cloud**

### Amazon Cloudwatch

provides you with data and actionable insights to monitor your applications, respond to system-wide performance changes, optimize resource utilization, and get a unified view of operational health.

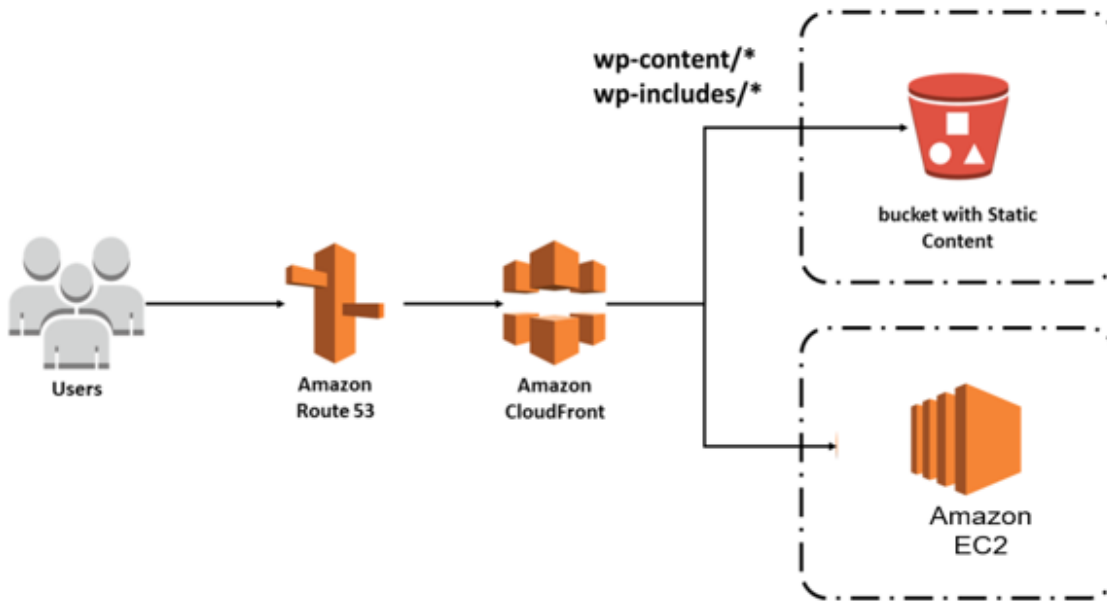
**Amazon Cloudfront** is a fast content delivery network (CDN) service that securely delivers data, videos, applications, and APIs to customers globally with low latency, high transfer speeds, all within a developer-friendly environment.

**Amazon Simple Notification Service (Amazon SNS)** is a fully managed messaging service for both application-to-application (A2A) and application-to-person (A2P) communication.

**Amazon Simple Storage Service (Amazon S3)** is an object storage service that offers industry-leading scalability, data availability, security, and performance.

**Amazon Relational Database Service (RDS)** is a distributed relational database service by Amazon Web Services. It is a web service running "in the cloud" designed to simplify the setup, operation, and scaling of a relational database for use in applications.

## The Logical Diagram



## Outcomes

- ❖ Elimination of responsibility for non-core competency resources
- ❖ Lowered Total Cost of Ownership (TCO) while maintaining a high level of customer service and satisfaction
- ❖ Utilization of industry-standard best practices
- ❖ Highly skilled, knowledgeable, and experienced support staff
- ❖ Flexible support structure to address changing business needs
- ❖ Service-level-driven performance targets

## Customer's Feedback

Archies' IT team feels that choosing i2k2 instead of hiring new staff for the new deployment with the challenging skillset is one of the wise decision. Generally Archies don't need to configure and understand everything in the solution because i2k2 managing it seamlessly since a long time and this kind of relationship loved by the customer. i2k2 has proven its technical strength and ethical approach towards the customer support and relation, during this project, which gives direct benefit to Archies.

## Why i2k2 Networks

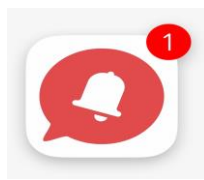
As an AWS Advanced Consulting Partner & DevOps competent Managed Amazon cloud services provider, i2k2 provides comprehensive folio of cloud solutions along with prompt and reliable support. Our partnership with AWS goes several years back, even before we formalized our association with the company in 2013. Key reason to choose i2k2 was 20+ years of proven business. Talent is vast due to extensive IT exposure in India.

## Benefits



### Monitoring

Client want monitoring specifically to track the each and every activity on his infra. To prevent security breach on time and to track the status of the activities and health of the instances will also be monitored.



### Notification

Flowing of information in the form of messages between application to application and application to person is used for keep updated about any activity held inside the infra to respond appropriately.



### Security & Patching

AWS Systems Manager helps to maintain security and compliance by scanning the instances against patch config, and custom policies. Cloud Trail helps audit any actions on the cloud infrastructure



### Cost Management

Scaling the Servers based on Demand using Autoscale policies helps only maintain only the required resources. The DB also allows for single click scaling when required with minimal operational overhead.