

CASE STUDY

Bigholler



aws **50** certified
AWS PARTNER NETWORK



Bigholler began as a restaurant online ordering company but has evolved over the years to provide comprehensive restaurant app solutions complete with a full suite of marketing tools.



Project Dates

APRIL 2020 → MAY 2020



The Challenge

Bigholler previously hosted its infrastructure in a dedicated private data center. With this traditional setup, the company faced many performance problems, maintenance costs, running costs, and efficiency issues. Core challenges included maintaining availability and uptime faced due to application downtime and latency issues. Bigholler's infrastructure was also highly vulnerable to web attacks from external malicious actors. The data center infrastructure eventually succumbed to a significant ransomware attack that prevented the company from accessing its own system or personal files. All these issues were compounding to dramatically affect the company's software as a service business.

Ibexlabs successfully implemented the new infrastructure within a few days, and the solution was able to process transactions within the week. The project was a complete success. We implemented a new infrastructure within a few days and were able to process transactions again in under a week. The team was available whenever needed, finding solutions to all challenges.

Tim Heger,
CTO, HealthBridge Financial

Ibexlabs' Solution

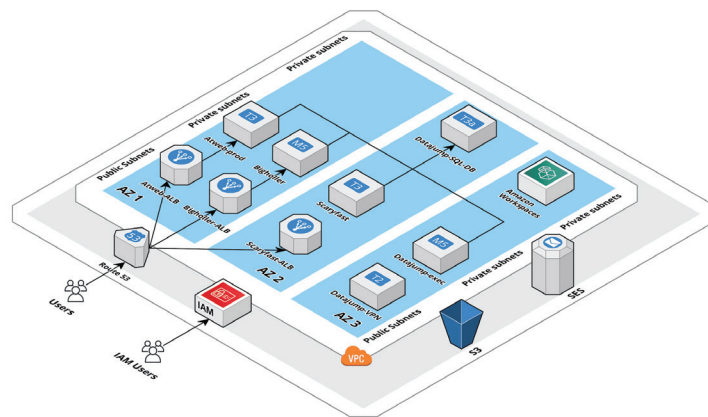
BigHoller reached out to Ibexlabs to support a migration to AWS cloud from its traditional on-premises infrastructure in the company's private data center which was running up significant maintenance and operational overheads. Following an architectural review and comprehensive company needs analysis, the Ibexlabs team outlined a migration roadmap and proposed the below cloud architecture configuration.

In addition to the full migration from on-premises to cloud infrastructure, Ibexlabs was also able to highlight key areas of cost savings and propose strategies. As a Certified AWS Well-Architected Review APN Partner, our team outlined opportunities to help optimize Bigholler's performance efficiency and improve the company's cloud architecture in line with the Five Pillars of the AWS Well-Architected Framework and cloud best practices.

The first stage of the company's cloud migration was to create a brand new AWS account and migrate the environment from on-premise facilities to the AWS cloud. Ibexlabs also proposed a full rebuild of the current set up and leveraged AWS Elastic BeanStalk to deploy and host the main application.

By facilitating this move, Ibexlabs assisted Bigholler in accessing an average of 23% infrastructure cost savings, 7 X fewer downtime hours, 62% more efficient IT infrastructure management, and increased high-availability thanks to AWS' global Availability Zones.

Now the company's web application is highly available and Bigholler's end-users experience significantly lower latency when accessing the restaurant app solutions.



AWS Services Employed



Amazon VPC

Set up a VPC for BigHoller which ensures all Bigholler's resources are deployed into a private network. The VPC is constructed with both private and public subnets. The latter is useful as a DMZ infrastructure for web servers and for Internet-facing Elastic Load Balancing (ELB) load balancers. The separate database zones also ensure the segregation of East/West and North/South traffic. So, there will be no direct internet traffic for private instances.



Amazon EC2 Instances

Amazon Elastic Compute Cloud (Amazon EC2) is a web service that provides resizable compute capacity in the cloud. Amazon EC2 instances are designed to make web-scale computing easier for developers. The team at Ibexlabs migrated the BigHoller web application onto Amazon EC2 instances and configured them with databases according to best practice cost efficiency, performance optimization, and high availability.



Amazon Route 53

Ibexlabs exploited Amazon Route 53 for its highly available and scalable Domain Name System (DNS) service. The service creates a reliable and cost-effective way to route end users to internet applications by translating human-readable names into numeric IP addresses. Amazon Route 53 is fully compliant with IPv6 as well.



Amazon S3

Ibexlabs leveraged Amazon S3 for its strength as a simple and intuitive web interface capable of storing and retrieving any amount of data. The team used the service for storing Bigholler's database backup as well as storing object files in it as it makes file management much easier to work



AWS WorkSpace

Ibexlabs helped Bigholler optimize their workflow and productivity with Amazon WorkSpaces. WorkSpaces provides a secure, easy-to-manage, Linux, or Windows desktop with the ability to scale globally in a very short time and pay-as-you-go pricing.

Other Leveraged Technologies



OpenVPN

The team implemented an OpenVPN server to connect Bigholler's private EC2 servers as it involves minimal configuration but provides maximum access privacy for the company. Also, all non-production environments are then only accessible over VPN for additional security.

About Ibexlabs

Ibexlabs LLC is a DevOps & Managed Services provider and an AWS consulting partner. Our AWS certified AWS experts evaluate your infrastructure requirements and make recommendations based on your individual business or personal needs.

Ibexlabs believes in open communication, quality service, and custom solutions to the technical challenges of our clients. On Clutch.co, all our clients have the opportunity to detail our business relationship and report on Ibexlabs's successes and shortcomings. As of May 2020, Ibexlabs is proud to boast an overall rating of 5/5.

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