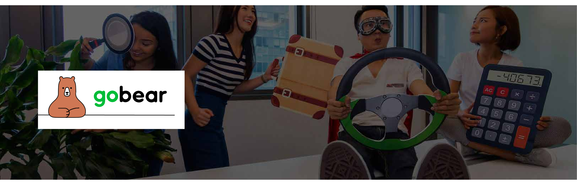
CLOUD4C
A CtrlS Company

CASE STUDY



About the Client

Go Bear - Woodpecker Asia Private Limited is a leading financial services platform in Asia. They help their customers improve their financial health and build a secure, stable, and sustainable community. They do so by making financial literacy, financial inclusion, and financial security accessible to everyone. Headquartered in Singapore, the company runs its unbiased financial services comparator platform in Singapore, Indonesia, Philippines, and Vietnam.

Overview

Aligned with the data residency laws of the Singapore and Indonesian Financial Authorities, Go Bear hosted its applications on Google Cloud Platform (GCP) and its databases inside Azure Cloud and Alibaba Cloud. Navigating through the challenge of managing the complex Azure implementation was a serious business concern. With the client dealing with sensitive and regulated data, the concern grew bigger. To address this, the client engaged Cloud4C, an end-to-end managed service provider.

The Challenge

While Go Bear sustained through its hosting platforms, the company faced quantum challenges. The complexity of the Azure cloud, coupled with the organization's sensitive role, demanded an alternate infallible solution. Below were the key complications.

Continuous Deployment

Continuous deployment from GitHub and other repositories to build, test, and deliver software improvements on Azure and GCP infrastructure was complicated. Also, the in-house product teams were unable to measure the continuous deployment process.

Access Control

The role-based access management on Azure could not segregate responsibilities optimally. Also, the specific access permissions for particular jobs led to discrepancies.

Infrastructure Management

The complex Azure environment demanded much time and effort to address issues in managing the infrastructure. The intricacy of the solution necessitated energy that could be invested in product development.

Managed Services

The pace of change at Azure was high, and inexperience with these advances caused misconfigurations. The cost of managed services was escalating. Managed infrastructure posed challenges in minimizing infrastructure downtime and other associated risks.

Data Security

Serving in the financial domain, the client was responsible for the sanctity of its IT environment for all its entities. As custodian of sensitive data and mission-critical applications, the company required a foolproof security architecture.

Infrastructure Monitoring

Infrastructure monitoring required deploying built-in knowledge to diagnose performance across the technology stack. The monitoring was critical before productivity was compromised.

Cost Optimization

Cost optimization seemed unfeasible, considering more virtual machines and Express Route circuits consuming the cloud storage. Being in a fluctuating market, forecasting costs to optimize workload architecture stood a dictate.

Complex Environment

The cloud environment was intricate and required specific expertise and high cost to address.

Outdated Run Books

The system administrator needed the run book of the routine compilation of procedures and operations.

The Solution

The Cloud4C experts started with the DevOps workload assessment of the client. Based on that, they prepared a clearly defined blueprint and a detailed strategic plan, and implemented the following solutions:

CI/CD Tools

As per the DevOps adoption strategy, the existing system was assessed and the challenges were identified. It was observed that there were two CI/CD tools Bamboo (For Azure) and Teamcity (For GCP) which had to be triggered manually one after the other in all the environments. Also, the deployment approval process was not in place. Therefore, the Cloud4C experts proposed a single pipeline that incorporated the approval process with minimal manual intervention.

Ticketing Tools Integration

When the client's existing system was probed, it was discovered that the alerts and deployment requests were integrated to Slack. Such a function was good, but tracking metrics remained a challenge. To overcome this challenge, monitoring tools and deployment requests were integrated with the ticketing tools.

The team closely analyzed the landscapes and classified the resources as per the products and fine-tuned the resources as per the requirement. The necessity of different cloud providers, CI/CD, and monitoring tools was thus gauged.

Proactive Monitoring

The solution brought forth better monitoring protocols and security tool setups. The solution continuously monitored the performance and security of the IT system. In case of a discrepancy or a risk, it raised an alert in real-time. This enabled the client's IT team to set up a robust security framework and detect and fix an issue before it became a disaster.

Efficient Ticketing

Cloud4C leveraged the Myshift IT service management tool to measure the SLA performance and improve the ticketing system.

SOP

To delegate permanent solutions, the Cloud4C team set up a reactive standard operating procedure (SOP). These SOPs covered both software development and hardware change and release management processes.

Stronger IT Resilience

The team also set up a chaos SOP to apply chaos engineering to strengthen resilience and resolve emergency issues on the go. This enabled the client to respond quickly in a crisis using a flexing approach and ensure the availability of business-critical applications.

Runbook for Better Incident Handling

Based on the knowledge on resolved tickets, we created a runbook that established a consistent approach to handle an incident and manage routine tasks. This helped the client resolve an incident with almost zero human intervention and provided the much-needed scalability on repetitive tasks.

Improved Platform Management

We offered a complete platform management system to support hybrid cloud environments. This gave the IT team better visibility of every layer of the entire enterprise architecture and provided better control over IT resources through a centralized dashboard.

RBAC and IAM Deployment

We introduced role-based access control (RBAC) and identity and access management solutions (IAM) for Azure accounts to enable logical access to enterprise IT resources. This made it easier to track and change access as required, helping the organization meet the indispensable compliance and data security requirements.

Outcome

Through key accelerators and DevOps managed services solutions, the client achieved the following outcomes.

Reduced Cost

Customer infrastructure optimization led to significant cost reduction of 1.0 to 1.2 % on cloud consumption within four weeks from the date of deployment. The client was able to identify the additional scope to reduce the cost of cloud consumption.

24x7 Support

The solution offered better control over the proactive, reactive, and chaotic type of tickets, delivering excellent around-the-clock assistance for users.

Better Resource Utilization

A sizable bandwidth of internal resources was freed up. Hence, instead of product development, they could channel their focus on enhancing consumer usability.

Improved Speed to Market

The migration solution, specifically tailored to GoBear, achieved greater IT agility and shorter project implementation time. This agility and speed have endorsed the client to deliver their service offerings faster than ever.

Effective Innovation

Being a global player, the client remains under constant pressure to innovate new ideas to keep up with market disruptors. Cloud4C effectively takes this matter to a task by making sure that the client's IT application portfolio meets the evolving needs of the business. As a result, new technologies are being tested and deployed swiftly. This has allowed the team to collaborate within an ecosystem of strategic vendors and alliances to develop new services and products.

Accelerated Business Growth

With Cloud4C came feasibility that allowed the quick testing and deployment of new business models. This also enhanced social listening that opened up opportunities for higher conversion rates. Now, GoBear is able to accurately and easily determine the needs and wants of their customers to quickly test, develop, and scale their services to keep in par with the customers' expectations.

Adept Global Expansion

GoBear's existing global presence is now accelerated with the deployment of the Cloud4C solution. Business operations are now standardized across multiple geographies, all while keeping in conjunction with the regulatory standards of the respective coordinates. This high level of a cut above flexibility allows GoBear to foster international rapports through integration with other companies and customers.

Cloud4C Revolutionized GoBear!

The migration process on a Zero friction delivery model has helped Go Bear scale its operations momentously. Go Bear now delegates superior and consistent customer experiences through the best of technology – Cloud4C. Verily, by unlocking the true potential of cloud, the organization has transformed its IT landscape in alignment with its business objectives.