

Case Study: **WARC**

The Customer

WARC is a marketing analytics and data strategy company that provides insight, intelligence, evidence, expertise, case studies, benchmarking, and guidance to help marketers navigate any challenge and create strategies with confidence.

Our Relationship

transACT Technology Solutions are a long-term trusted partner for WARC.

Business Challenges

WARC needed to scale the business to support their digital marketing approach re-design its infrastructure. WARC previously had aging hardware onpremises to host their web applications, databases. WARC optimizes its business model by gaining actionable insights campaigns in countries globally. If the campaign is successful, the company deploys it to other countries and regions. WARC saw the business benefits of using the cloud to implement the same process.

“ **WARC is not in the business of running a data centre, we are here to help connect and support the communication needs of the events and marketing industry, this migration project has helped us get back to focusing on our core mission** ”

WARC



The Customer

WARC is a marketing analytics and data strategy company that provides insight, intelligence, evidence, expertise, case studies, benchmarks, and guidance to help their clients win in the digital economy.

WARC insights have appeared on the BBC, Campaign, CNBC, Forbes and The New York Times amongst others.

Today WARC operates out of the US, UK, Singapore and China to service a community of over 75,000 marketers in more than 1,200 companies and in 100+ markets.

Business Challenges

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Why Amazon Web Services

After a comprehensive RFP and review process involving more than five companies, WARC chose Amazon Web Services (AWS). WARC priorities in choosing a digital marketing platform included flexibility, a global infrastructure, technology, as well as a rich ecosystem of members. WARC is focused on

delivering great brands to consumers; it's not an IT shop. "We're able to spend less and get more innovation by working with AWS and members of the AWS Partner Network."

WARC's team reached out to Advanced Consulting Partner, transACT who are a part of the Amazon Web Services (AWS) Partner Network (APN), for their expert direction on best practices and support for the project.

Working Together

The transACT team were tasked with the migration of all production applications to be delivered along with the global content management system (CMS).

The main production CMS platform allows agencies to build brand websites globally and publish them across several AWS regions. , Initially transACT assessed WARC's current readiness for operating in the cloud, utilising the Migration Evaluator to provide a total cost of ownership (TCO) projection and the Application Discovery Service to automatically collect and present detailed information about the application dependencies and utilisation allowing for informed decisions before the actual migration takes place.

After the assess phase, transact implemented the landing zone and business case on the mobilize phase to implement the core foundations to scale. transACT, as part of the production implementation of the migration phase, carried out transfer of production workloads to AWS. Due to the different workloads transACT approached this utilising AWS Application Discovery Service alongside Database Migration Service for the database migration

For WARC to scale globally after the production migration transACT approached the modernisation phase by implementing a HAProxy load balancer to improve the performance of its websites and runs its databases on Microsoft SQL Server and MySQL over multiple availability zones.

For disaster recovery, transACT implemented a backup solution consisting of snapshots, product and digital media files in Amazon Simple Storage Service (Amazon S3), and uses EBS Snapshot Copy to copy Amazon Elastic Block Store (Amazon EBS) snapshots. "We designed a disaster recovery solution to protect our content management system, content deployment

architecture, and many GOLD-classified web properties, and to give the business confidence in AWS Cloud." transACT created Amazon Machine Images (AMIs) running Windows and Linux for

use on approximately 400 Amazon Elastic Compute Cloud (Amazon EC2) instances to provide a highly scalable and autonomous solution. Amazon Virtual Private Cloud (Amazon VPC) provides flexibility for deployments and access to the Internet.

To streamline the modernisation of the applications, transACT built pre-production and production environments on AWS for several existing websites. Once WARC creative and production agencies certified the website in the production environment, transACT switched the DNS address from on-premises to production environment to go live on AWS.

transACT successfully migrated and modernised over 400 web instances from its data centres to AWS in less than five months. Since then, WARC has over 500 web applications running on AWS worldwide. "Throughout our business globally, we strive to create repeatable models, and it's easy to standardize our hosting environment with AWS".

Business Outcomes

In addition to the low cost, elasticity, flexibility, and scalable benefits WARC will gain from migrating to AWS, the company was able to retire some aging hardware. No longer will WARC need to worry about maintaining on-premises servers or worry about the collapse of aging hardware and accompanying downtime. In the end and in the coming years, migrating to AWS will lead to lower maintenance costs for WARC allowing them to use their resources on developing advanced technology to further support their customers. "WARC is not in the business of running a data centre, but we are here to help connect and support the communication needs of the events and marketing industry." The project has allowed WARC to redistribute budget and resources and get back to what they do best for their customers.