

# Startup Case Study: Simple Online Health

## The Customer

Simple Online Health provides their client base in the UK and Australia with online services such as an 'Online Pharmacy' and 'Online Doctor' for virtual consultations and procurement of pharmacy products.

## Business Challenges

Simple Online Health found they could not gain meaningful and accurate insights into their current and historical datasets which was impacting the monetisation of their product offerings. They required detailed information regarding their datasets and total cost ownership for more governance and control. The team at Simple Online Health had pinpointed these issues to be holding back the business.

## Solutions

transACT helped Simple Online Health resolve issues in accessing, configuring, and analysing their datasets using QuickSight and implementing transACT Cloud Management portal (TCMP) to deliver top-level visibility and governance across their whole cloud environment providing 20% savings to the business.

## Our Relationship

transACT are a trusted advisor to Simple Online Health, helping them build their cloud strategy, including data analytics and cloud management.



Amazon  
Aurora



Amazon  
QuickSight



Amazon  
CloudFront



transACT  
Cloud Management  
Suite



Amazon  
Elasticache



Amazon  
DynamoDB



AWS  
Elastic Beanstalk



Amazon  
Kinesis



AWS  
Lambda

“ Using transACT Cloud Management Portal (TCMP) and Cloud Billing Management has reduced our overall cloud cost by 20% ”

Karim Nassar  
Co-Founder



“ transACT has been a great partner in helping our small company begin to demystify AWS! We now have access to data analytics that drives our business decisions; we've been delighted with the services provided. ”



## Working Together

Simple Online Health found they could not gain meaningful and accurate insights into their current and historical datasets which was impacting the monetisation of their product offerings. They required detailed information regarding their datasets and total cost ownership for more governance and control. The team at Simple Online Health had pinpointed these issues to be holding back the business.

Simple Online Health invited transACT to discuss enhancing their ability to gain insights from their growing customer databases. The Cloud team at transACT worked closely with the project team at Simple Online Health to provide a complete 360 review as part of a Well-Architected Review. This provided a comprehensive breakdown of the environment, which transACT based recommendations addressed the project objectives.

transACT also provided a PoC of TCMP (transACT Cloud Management Portal) to demonstrate how Simple Online Health could effectively manage their whole cloud environment and gain complete visibility on resources, cost control, security to provide comprehensive cloud governance.

Simple Online Health had their data in AWS Aurora and worked with the transACT team to move and configure the data sets in QuickSight and transACT

then provided knowledge transfer sessions to Simple Online Health and ongoing support.

## Outcomes

Simple Online Health approached AWS Advanced Consulting and Software partner, transACT, to help their organisation release the value of their data in a project that would deliver the growth of the business.

Simple Online Health was unable to access and use their data in a way that was beneficial to the business; they required trending and analytics to scale their procurement strategy. Additionally, Simple Online Health wanted the top-level information on their entire cloud environment to optimise resources and costs.

To provide the project scope and best practices, transACT delivered a Well-Architected Review (WAR) with guidance and recommendations to meet the project objectives.

As Simple Online Health had their data in AWS Aurora; the transACT team moved and restructured the data set within QuickSight to release value from their data and deliver analytics to support and address business objectives. Simple

Online Health can now obtain insights on 5 AWS Aurora RDS Databases through AWS QuickSight.

Simple Online Health has removed the ongoing costs of an outsourced AWS consultancy by restructuring datasets in QuickSight and delivering knowledge transfer sessions to Simple Online Health to upskill the internal team, future-proofing the infrastructure.

transACT also implemented TCMP (transACT Cloud Management Portal) to address requirements to understand and optimise the complete cloud estate with a single dashboard; this worked alongside transACT's Billing Management Service, which consolidated cloud costs by over 20% and simplified billing tools.

Simple Online Health now has analytical data at their fingertips to understand and drive the growth of the business. The team at Simple Online Health has optimised their stock procurement processes as part of their day-to-day operations and can assess IT strategy and cloud consumption from at board level, which has optimised cost control. As a result, the business can scale and drive new projects to drive growth.