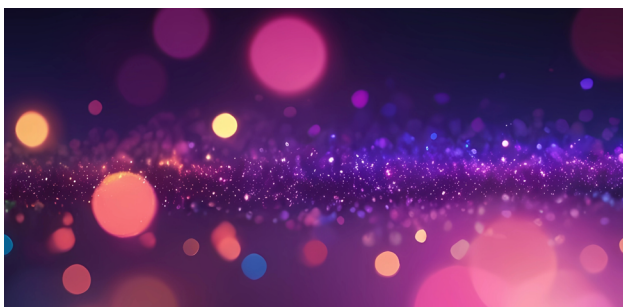Case Study

PartyLite Migrates to AWS Cloud in 30 Days with RapidScale

PL PARTYLITE

Background

For over 40 years, PartyLite has been selling candles, candle holders, flameless fragrance, wax warmers, and holiday and home décor in 21 countries online, and through nearly 52,000 independent PartyLite business entrepreneurs.

With over $425 million in worldwide sales annually, PartyLite's web applications must meet strict requirements for uptime, management functionality, and PCI compliance requirements that their existing hosting service provider simply could not meet.

With RapidScale' support, PartyLite migrated to Amazon Web Services (AWS) and now delivers their e-commerce application in compliance with PCI regulations without sacrificing global scalability and high-availability.

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> *"RapidScale is by far our service provider of choice. From the beginning of the relationship to contract negotiation to implementation – they are fair, flexible, technically competent and communicate all along the way."*
>
> **-Sandra Duphily,**
> Director of Technolody, PartyLite

Challenges

- ✓ Previous MSP suddenly ceased operations, leaving internal IT staff to handle designing, implementation, and monitoring of AWS environment

- ✓ Continue to meet strict PCI requirements on a new infrastructure platform

- ✓ Reduce downtime associated with sudden spikes in traffic at the end of each month and during the holiday shopping season

- ✓ Reduce latency associated with the distance between the production environment located in Northern Virginia and endusers located primarily in Europe

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Solution

- Managed AWS Service.

- RapidScale' 24×7×365 NOC providing engineering support for monitoring, maintenance, alerts, and engineering reviews.

- Implement PCI best practices and security tools to keep AWS environment secure and compliant.

- Elimination of single points of failure by distributing right-sized resources across availability zones, while implementing advanced DevOps and Auto Scaling to increase application availability.

- Deploy new environment in EU Region (Ireland) to reduce latency to end-users, while using cloud formation templates to increase application portability for future deployments in new regions.

Results

Faced with the closure of their previous service provider, and needing to quickly support an internal IT staff managing a new infrastructure with complex PCI requirements, PartyLite partnered with RapidScale. Through RapidScale' expertise in building and managing PCI compliant infrastructures along with RapidScale' deep technical bench acting as an extension of the client's internal IT staff, PartyLite delivers its eCommerce application to tens of thousands of independent consultants who use the online consultant and customer portal to log sales and place orders.

The environment in which the Encore application lives exceeds PCI compliance regulations, while remaining scalable and highly available during predictable and unpredictable spikes in traffic. With RapidScale' management, the PartyLite team can focus on bettering the business and serving end-users without interruption, ultimately driving profits and cutting IT costs.

About RapidScale

Whether refreshing legacy IT systems or launching an app that will reach millions, RapidScale empowers your business with a complete set of private and public cloud solutions to simplify IT and unleash innovation.

From Infrastructure as a Service to AI, RapidScale brings you the best portfolio of managed services in the industry, backed by a deep bench of certified experts holding over 400 accreditations. RapidScale has helped hundreds of customers migrate to AWS and Azure while helping over 2000 customers drive the complexity and administration out of IT. RapidScale makes technology your biggest competitive advantage.

Speak to a RapidScale cloud expert today **www.rapidscale.net | meet@rapidscale.net**

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Premier Tier
Services

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- Managed Services Provider
- SaaS Services Competency
- DevOps Services Competency
- Security Services Competency

- L1 MSSP Services Competency
- Migration Services Competency
- Healthcare Services Competency
- Small & Medium Business Services Competency

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UNLEASH INNOVATION.