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FAST FORWARD TO THE FUTURE

BoxCrush®

CASE STUDY

BoxCrush

From Downtime to Uptime: BoxCrush's Cloud Transformation

Cloud Managed Service



Background

BoxCrush, a US-based web design, development, marketing, and server management company with more than 23 years of experience, continuously enhances its digital infrastructure to support its growing client base. The company turned to Stratpoint to optimize their AWS Cloud infrastructure, eliminate downtime, and improve server performance, after-hours monitoring, and response. Stratpoint was able to help BoxCrush reduce CPU utilization to 10% and achieve significant annual cost savings of more than $20,000, allowing BoxCrush to focus on delivering exceptional digital experiences to their clients.



Growing Pains of Scaling in the Cloud

BoxCrush had many years of experience leveraging Amazon Web Services (AWS) to host their customers' websites. While AWS offers scalability and performance tools, the rapid growth of the BoxCrush portfolio made managing their server infrastructure more challenging.

- The number of websites BoxCrush built and managed eventually made their computing needs more complex. CPU utilization was high, and so was their AWS spend. To ensure there was no website downtime, BoxCrush increased spending to maintain a high level of performance and make sure there was no negative impact on the customer experience.

- As BoxCrush's portfolio expanded, they sought to enhance their AWS architecture to maximize performance, security, and cost-efficiency.

To increase their service level, BoxCrush needed to architect and optimize all their websites for the Cloud. To streamline Cloud management while focusing on their core expertise, BoxCrush engaged Stratpoint as an extension of their team.



Optimizing for Performance and Security

BoxCrush reached out to Stratpoint, a digital acceleration enabler with more than a decade of experience building software on the Cloud. They opted to partner with a team halfway around the world to get the work done more efficiently and ensure their websites were being monitored 24/7. The Stratpoint team worked as BoxCrush ended their business day and had the work completed at the start of BoxCrush's next work day. Moreover, Stratpoint's prior experience with international clients equipped them with the systems and skills to work with an organization from a remote location and a different culture.

Stratpoint deployed certified AWS architects and engineers to provide Managed Cloud Services to BoxCrush. Stratpoint met regularly with the BoxCrush web development team to align goals. Stratpoint implemented changes to mitigate performance and security issues on the AWS platform, such as:

- Resizing instances according to the changing needs of the application
- Migrating old AWS products and resources to current versions
- Re-architecture — separation of apps and database instances
- Operating systems (OS) upgrades
- Enabling AWS services updates and upgrades
- Upgrading storage volume
- Additional security through web application firewall
- Proactive alarms per AWS resource
- Status alarms for URLs/websites
- Dashboard for resource monitoring
- Tagging strategy to enable BoxCrush to see the AWS cost per customer across multiple instances and AWS services
- Removal of unnecessary AWS resources

Stratpoint implemented a more proactive approach to architecting and managing the infrastructure, establishing best practices to ensure future workloads will perform their best in the Cloud infrastructure. Stratpoint also installed nOps, a built-for-AWS Cloud management tool that enables a team to operate a well-architected infrastructure that is cost-optimized, secure, reliable, efficient, and operationally excellent.

Reduced resource utilization and AWS monthly spending with annual savings of more than $20,000

Six months into the engagement, BoxCrush started experiencing significant results:

- Reduced costs for maintaining zero downtime
- From overburdened CPUs, achieved the target of 10% CPU utilization
- Increased security score: 80% reduction of encryption violations, 25% reduction of public access violations, and 86% reduction of authentication violations
- Reduced AWS monthly spending from $8,600 to $6,900 — translating into more than $20,000 in annual savings

By leveraging expert Cloud management, BoxCrush optimized its infrastructure, allowing its in-house team to channel more resources into groundbreaking web solutions for clients — while having the peace of mind of knowing that site performance and security are well taken care of. With a solid infrastructure, BoxCrush is ready for a growing portfolio of customers.

> Stratpoint has been an outstanding partner in helping BoxCrush take our AWS infrastructure to the next level. Their team integrated seamlessly with ours, met with us and responded during our business hours, and worked across time zones to deliver fast, consistent results.

Often before our workday even began. What made this partnership successful was their deep AWS expertise, proactive communication, and their ability to reduce complexity while increasing performance and security. In just six months, we saw dramatic improvements: they maintained zero downtime, improved server performance, provided additional monitoring, and reduced our cost by more than what their services cost. That allowed us to focus more on our clients and less on firefighting infrastructure issues.

- Dan Finney, Owner, BoxCrush

Technologies Used

- AWS Services, nOps, Kotlin, Java, Swift, JavaScript, React.JS, Node.JS, Android, iOS, Nginx, MySQL, Kibana

About Stratpoint

Stratpoint is the digital acceleration partner for companies ready to transform. With expertise in agile software development, quality assurance, Cloud, data, and AI, it empowers businesses to boost efficiency, improve decision-making, and gain a competitive advantage in today's digital economy.

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