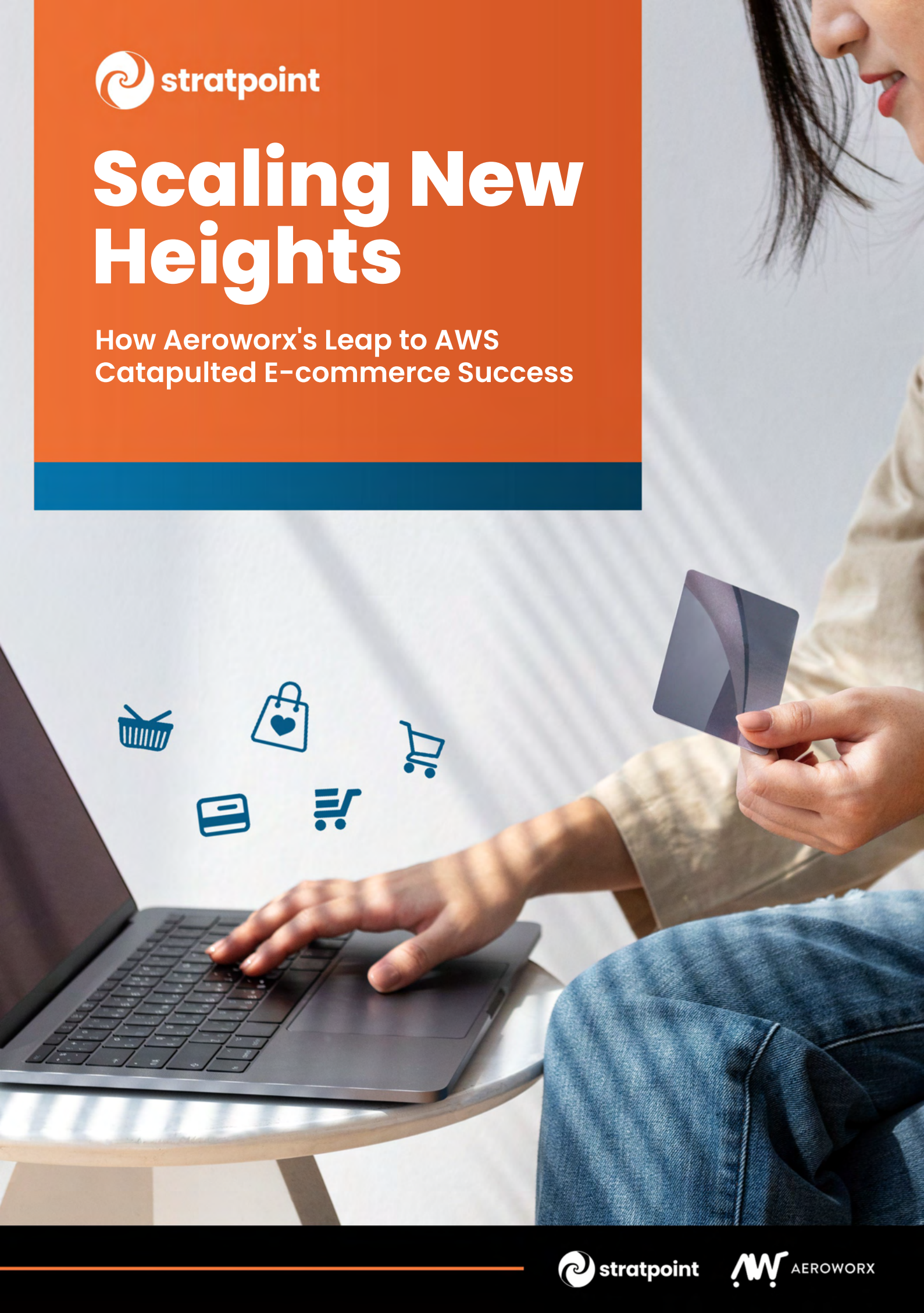




Scaling New Heights

How Aeroworx's Leap to AWS
Catapulted E-commerce Success



Overview

E-commerce has continued its upward trend despite the end of the COVID-19 emergency and physical stores reopening. In 2022, retail e-commerce sales reached \$5.7 trillion and are expected to sustain its growth in the coming years. Among product categories, fashion is among the leading contributors to the numbers.

The e-commerce space is ripe with opportunities. Still, companies like Aeroworx must differentiate themselves from hundreds of competitors. They must be quick on their feet, innovative about their offerings, and responsive to the demands of their customers.

To do this, Aeroworx worked with Stratpoint and AWS to set up a technology foundation that will allow them to provide the best possible service to the market.





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About Aeroworx

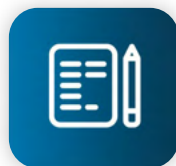
Headquartered in Manila, Philippines, Aeroworx is a 360-degree e-commerce solutions provider. They enable e-commerce businesses in Southeast Asia with the services they need to thrive in a digital landscape: operations, marketing, content creation, last-mile delivery, and customer service. Combining their expertise in retail and brand management with technology, Aeroworx has set its sights on being the top fashion-focused e-commerce enabler in the region.



Operations



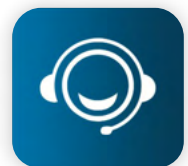
Marketing



Content
Creation



Delivery



Customer
Service

The Challenge



Aeroworx is managing a growing number of e-commerce sites for its customers. As their customers expand their product lines and acquire more users, it has become crucial for their e-commerce sites to be fast, stable, and scalable.

Due to limitations and restrictions from their former hosting provider, Aeroworx's robust e-commerce sites would in effect experience occasional slowdown and performance issues. There were also instances of uncontrolled and required scheduled upgrades from the former provider, which forced the team to concentrate all their effort on the needed adjustments to prevent downtime and any problems on their e-commerce websites.



Migrating their sites to a new hosting provider, however, would take a massive amount of effort. Aeroworx needed to move their applications to a new environment and at the same time prepare them to be ready for scaling, integration, and innovation. It was time to take their customers to the next level of e-commerce.



The Solution

Aeroworx reached out to Stratpoint, a leading Cloud services provider that has built applications on the Cloud for over 10 years. After considering the company's current and future infrastructure requirements, it was decided that Amazon Web Services (AWS) would most aptly suit Aeroworx's business.

AWS offers the following benefits to Aeroworx:



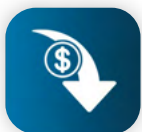
Scalability. AWS provides the flexibility to scale resources up or down based on demand, ensuring Aeroworx can efficiently handle the growing traffic and data load on its e-commerce platforms.



Reliability and uptime. Aeroworx can offer high availability and consistent performance to its clients, minimizing downtime and maintaining a seamless online shopping experience.



Security. AWS's comprehensive security features safeguard sensitive data and transactions, a crucial aspect for e-commerce sites dealing with customer information and payment details.



Cost-effectiveness. By utilizing AWS's pay-as-you-go model, Aeroworx can optimize costs, paying only for the resources they use, which is vital in managing operational expenses effectively.



Innovation and integration. AWS's vast array of services and tools enables Aeroworx to innovate rapidly, integrate new features, and stay ahead in the competitive e-commerce market.

The Implementation

Stratpoint implemented Stratpoint Cloud Bedrock for Aeroworx, to set a solid foundation for the company's new Cloud environment. A total of 12 e-commerce shops were migrated to AWS, covering the following:

Stratpoint Cloud Bedrock

Virtual Private Cloud and Network, Identity and Access Management, and Baseline Security

Application and Database Server Migration

During the implementation, the project team encountered an attempted attack on the migrated e-shops. Stratpoint conducted a proof of concept to block the attack and similar attacks in the future using Cloudflare Web Application Firewall (WAF), a possible solution addition to strengthen the defense of Aeroworx's environment.

Stratpoint also put together a Managed Cloud Services team for Aeroworx, composed of engineers that will manage the company's apps, keep their environment up to date, recommend and implement cost-saving measures, and protect the Cloud from cyber threats. All these while Aeroworx focuses on helping their own customers and growing their portfolio.



The Results

Following the implementation of AWS in collaboration with Stratpoint, Aeroworx's clients experienced improvements in their e-commerce operations. The impact was multifaceted, enhancing performance, user experience, and business outcomes. Some key improvements observed were:

 **40%** **Decrease in page loading time**

on peak hours, directly contributing to better user experience and higher customer satisfaction

 **10%**

Increase in sales conversion from enhanced performance and reliability of the e-commerce sites

↑ 50%
Increase in site traffic by scaling resources seamlessly without compromising site performance



 **30%**

Reduction in cost by leveraging AWS's efficient resource management and cost-effective pricing

Enhanced security and trust by leveraging the advanced security features of AWS leading to a decrease in security incidents, boosting customer trust and brand credibility



Service reliability with downtime and resource utilization alerts to monitor EC2 instances

These improvements fortify Aeroworx's position as a leading e-commerce enabler and uplift the operational efficiency and market reach of their clients, paving the way for sustained growth and success in the digital commerce arena.

Technologies Used

AWS Cloud Services: VPC, EC2, CloudFront, S3, Backup, CloudWatch, CloudTrail, GuardDuty

CI/CD & IaC: Gitlab and Terraform



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