CARBON60®
THE MANAGED CLOUD COMPANY

Fundraising Leader

Solves Website Reliability & Compliance Challenges with AWS & DevOps

➲ *Reliable Web App infrastructure*
➲ *High-Touch Deployment Support*
➲ *Compliant and Disciplined process*

CHALLENGE

The healthcare fundraising sector has evolved from traditional phone sales and mailing physical tickets to a fully automated e-commerce experience. The client adopted the digital experience ahead of the curve to capitalize on multiple channels of demand, fueling higher volumes and better results for its customers. The buyer journey inevitably leads to ecommerce websites through various demand generation tactics.

The website application is custom-built with multiple enhancements over several years. A third-party partner of the fundraiser developed and maintains the application for website creation and integration with a separate ticketing application.

Most of the healthcare organizations run two fundraising programs per year, and during the active seasons, multiple clients run programs often in parallel. This requires considerable coordination for change management with the client and various partners involved in the delivery of the programs - from websites to the ticket delivery application, payment gateway and more.

Over the years, the website application faced challenges with availability of the primary data center location and network reliability. In addition, since many clients are subject to compliance audits with increased scrutiny it became difficult to keep pace. The fundraiser outgrew the current solution and sought a more national managed cloud provider to manage and secure the underlying infrastructure - this would free them up to satisfy their clients by increasing program effectiveness, revenues and expanding to new markets.

CLIENT PROFILE

▸ **Global pioneer of fundraising programs**

▸ **40 years of success**

▸ **$1B+ raised**

Partnering with some clients for several decades, the success of these programs is powered by a reliable, secure, and scalable cloud infrastructure to provide a seamless user experience to buyers.

This client relies on Carbon60 to deliver the underlying cloud and security solution to fuel the buyer experience to drive more purchases.

A competitive RFP process and industry references led them to Carbon60.

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SOLUTION

After Carbon60 was selected, the application migration timeframe was only a few weeks. The cyclical nature of the business led Carbon60 to leverage **AWS** as the ideal target to build the secure, reliable and scalable infrastructure platform to deploy the application quickly. They met the pending deadline, but also **set the stage for the long-term stability of the system** with building blocks for future enhancements.

1   **Resilient Amazon Elastic Compute Cloud (EC2), Amazon Elastic Block Store (EBS) and Amazon Relational Database Service (RDS) instances for web, application and database layers**

2   **Development, Staging and Production environments for application lifecycle management discipline**

3   **Amazon Simple Storage Service (S3) durable storage as a repository for sizable dynamic media files for website assets (e.g. images, video tours)**

4   **Amazon CloudFront to optimize the consumer experience on the fundraising websites**

5   **Managed DevOps with CI/CD pipeline code repository for source control using a Bitbucket solution**

6   **Amazon Route 53 DNS management**

7   **Proactive end-user experience monitoring for website availability**

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> **Carbon60's expertise is fundamental to our success and we rest easier knowing they have our best interest in mind in terms of planning, IT infrastructure guidance and a high-quality service experience.**
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RESULTS

Carbon60 successfully built a new environment for the lift-and-shift of the existing website generation application to set the foundation for the future. Over the next few cycles, we shared and deployed our best practices in terms of DevOps processes to improve consistency during the iterative change periods at the beginning of each cycle. Carbon60 committed to our standard operating procedures to ensure effective and documented service request and incident management, in order to **exceed the client's business objective of improving the compliance and audit posture.**

Our DNA is to go beyond the standard infrastructure, operating system, and database monitoring and management. Routinely, Carbon60 takes ownership as the primary triage service desk amongst the various stakeholders, and as a result, we have a **complete picture to provide recommendations to improve reliability and security**; and to troubleshoot issues related to application and workflow.

> **At every step of the way, Carbon60 demonstrates the capability to deliver a managed cloud and security service that aligns to our unique business requirements to meet the needs of our important clients.**

As the fundraiser organization looks towards the development of a next-generation application, Carbon60 will be a key delivery partner to help ensure that they succeed for years to come.

CARBON60

About Us | Carbon60 is a managed cloud services provider for SMB and enterprise customers. We offer private, public and hybrid cloud services and a full suite of managed services including monitoring, performance optimization and testing, security, disaster recovery, back-up and CDN. Carbon60 is also the leading provider of application hosting for content management systems in Canada. The company has hosting facilities in Toronto, Vancouver, Kelowna, New York and London complemented with global capabilities through AWS. Carbon60 provides a white-glove customer experience with a deep level of technical support services combined with a nimble approach making them the trusted choice for companies that need a partner to deliver solutions with reliability, performance and security.

1-888-227-2666 | **marketing@carbon60.com** | **carbon60.com**