



eFiscal Networks Case Study

THE PROBLEM: eFiscal Networks was running on a single server on-prem datacenter that limited company growth and prolonged the launch of new products. The decision was made to move to the cloud, but without the right solutions or guidance, eFiscal quickly blew through their annual cloud spend within two months.

THE SOLUTION: Migrating to the correct cloud solution that was well architected and highly optimized to fit the needs of eFiscal's expected growth while staying within budget.

THE BENEFIT: eFiscal Networks was not only able to migrate seamlessly and reduce their cloud spend by 55%, but they were also able to scale to meet the needs of new customers as well as spend their time focusing on new innovations.



“We are excited about how our future infrastructure will give us the opportunity to grow”

LEVERAGING THE CLOUD FOR COMPANY GROWTH & INNOVATION

eFiscal Networks is a Fintech (financial technology) software company that creates agile, cloud-based platforms that introduce machine learning to complex analytical situations, providing process improvement and efficiency gains through discrete logic automation. Founded in 2002 eFiscal has been on a mission to help address the growing student debt crisis in America which now exceeds \$1.4 trillion by empowering consumers and institutions to make faster and more informed financial planning decisions.

eFiscal's vision is to be the partner of choice for their clients, providing industry leading development, support, and service. They recognized that their single server on-prem datacenter was hindering their potential growth. “We want to be able to run as far and fast as we can. Providing insights into customer lives, making them better while keeping their data safe and secure” – Kelley Clark Martin, VP of Operations.

In addition to ensuring their datacenter was easily scalable for potential growth, eFiscal wanted to explore machine learning and analytics to take their applications to the next level and launch more solutions to benefit their customers.

– Kelley Clark Martin, VP of Operations, eFiscal Networks

FROM THE GROUND TO THE CLOUD WITH AWS

Todd Meyers, the CTO of eFiscal Networks recognized that in order to grow, they would need to move into a more scalable and flexible environment. The decision was made to move to the cloud for scalability, but without the right solutions or guidance, eFiscal quickly blew through their annual cloud spend within two months. “Once we made that shift, we quickly realized that operationally, our current cloud solution wasn’t sustainable to our business model in terms of cost and allocation of resources. We couldn’t focus on our core business because we were so focused on maintaining our cloud costs” – Todd Meyers, CTO of eFiscal Networks.

In order to control costs and focus on the business, they would need a strategic partner to ensure the success of their cloud migration and were referred to Softchoice. Being a partner of various public cloud providers, Softchoice recognizes that each company is different and may require different cloud solutions or even a multi-cloud environment. Softchoice identified that Amazon Web Services (AWS) was the right solution to meet the business needs of eFiscal Networks.

SEAMLESS MIGRATION WITH SOFTCHOICE MANAGED SERVICES

With over 250 cloud migrations, Softchoice delivered the expertise that eFiscal required to ensure the success of their cloud migration. Layering on managed services, eFiscal was able to decrease their cloud spend by 55% and utilize multiple AWS products to help achieve the perfect cloud solution to fit their business needs. “If it was possible to have a seamless cloud to cloud migration, we had it. Our downtime was absolutely zero, we had zero loss of service and we migrated 5 different applications and 15 different databases” – Todd Meyers.

Softchoice was able to recommend the right AWS solutions for the migration, implement them alongside eFiscal’s team, and recommend new tools to help eFiscal dive deeper into their analytics with products like Amazon Athena. Athena is an interactive query service that makes it easy to analyze data in Amazon S3 using standard SQL, helping to enhance the accuracy of eFiscal’s search algorithms to further improve the speed and quality of their financial services products.



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– Todd Meyers, CTO, eFiscal Networks

“AWS’s agility and ease of use is remarkable and the migration was completely seamless to all of our customers, which was really only possible with Softchoice”

KEY AWS PRODUCTS IN THE PROJECT

EC2

Amazon EC2 presents a true virtual computing environment, allowing you to use web service interfaces to launch instances with a variety of operating systems, load them with your custom application environment, manage your network’s access permissions, and run your image using as many or few systems as you desire.

AMAZON RDS

Amazon Relational Database Service makes it easy to set up, operate, and scale a relational database in the cloud. It provides cost efficient and resizable capacity while automating time consuming administration tasks such as hardware provisioning, database setup, patching and backups.

AMAZON S3

Amazon Simple Storage Service is an object storage service that offers industry leading scalability, data availability, security, and performance. This means customers of all sizes and industries can use it to store and protect any amount of data for a range of use cases, such as websites, mobile applications, backup and restore, archive, enterprise applications, IoT devices, and big data analytics.

AWS ELASTIC BEANSTALK

AWS Elastic Beanstalk is an easy-to-use service for deploying and scaling web applications and services developed with Java, .NET, PHP, Node.js, Python, Ruby, Go, and Docker on familiar servers such as Apache, Nginx, Passenger, and IIS. You can simply upload your code and Elastic Beanstalk automatically handles the deployment, from capacity provisioning, load balancing, auto-scaling to application health monitoring.

AMAZON ELASTIC LOAD BALANCING

Elastic Load Balancing automatically distributes incoming application traffic across multiple targets, such as Amazon EC2 instances, containers, IP addresses, and Lambda functions. It can handle the varying load of your application traffic in a single Availability Zone or across multiple Availability Zones.

AMAZON ATHENA

Amazon Athena is an interactive query service that makes it easy to analyze data in Amazon S3 using standard SQL. Athena is serverless, so there is no infrastructure to manage, and you pay only for the queries that you run.



RESULTS SUMMARY

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eFiscal Network continues to leverage Softchoice and they plan to explore the limitless possibility of products offered by AWS to help achieve their business goals. "Team effort – that's really what it comes down too, a great partnership. The partnership with Softchoice was the best thing for our business, they are actively interested in our business" – Todd Meyers, CTO, eFiscal Networks.

CLOSING QUOTE

"Obviously the hard part is on us, innovating and keeping at the forefront, anticipating our customer's needs. But if you have a limiting factor like infrastructure that keeps you from being able to do what you need to do, that's a concern no one wants. It can keep you up at night and I don't have that problem with Softchoice and AWS, I am happy about that!"

– Kelley Clark Martin, VP of Operations, eFiscal Networks
