# Touchpoint Global
## Case Study

## About Touchpoint Global

Touchpoint has been a contributor to airline and airline suppliers across Asia Pacific for over 16 years. Creating software solutions to make a difference where it matters most, we've a history of helping industry leaders turn ideas into reality.

## The Challenge

Touchpoint Global offers a suite of SaaS applications that require varying levels of infrastructure solutions. This alone is a mammoth task to manage internally and would drive costs far beyond feasibility for the business. Touchpoint needed to reduce the risk associated with traditional hosting solutions, while remaining highly available around the world.

## The Solution

Anchor AWS Engineers put careful thought into the infrastructure and management requirements. They built a resilient high-availability environment leveraging EC2, S3 storage and Amazon RDS. The solution provided predictability and scale which allowed the client to manage costs while demand could fluctuate significantly at any moment.

## The Benefits

### Highly Available Solution

Being Highly Available, Touchpoint Globals solution can be quickly accessed around the world.

### Reduced Resource Cost

Anchor manages the AWS instance at a fraction of the cost of in-house technicians.

### Business Efficiencies Increased

Touchpoint Global was able to focus on other business activities, outside of infrastructure management.

## About Anchor and Amazon Web Services

Anchor is Australia's leading next-gen Engineering Services Provider (ESP), enabling the cloud for SMB territories and emerging enterprises. Anchor achieves this by deeply engaging with customers, while building and operating their technology requirements.

AWS was able to meet the requirements of Touchpoint Global, with High Availability as a reliable option within the AWS services ecosystem, alongside Anchors engineering and management expertise to build and maintain a robust solution.

## Next Steps

To learn more about how AWS and Anchor can help your business, visit www.anchor.com.au/contact-sales