

# i-Motor

## DEVOPS CASE STUDY

### ➤ The Challenge

- **Challenge 1:** Limited application scaling capabilities that followed traditional Infrastructure as a Service (IaaS) operational models.
- **Challenge 2:** Windows dependent application that presented cost and operational implications.
- **Challenge 3:** Lack of agility due to dependent and tightly coupled processes.
- **Challenge 4:** Upcoming expansion plans into the Americas for which the existing custom i-Motor application did not have the scalability and speed.

### ➤ The Solution

Anchor facilitated a series of discovery and architectural workshops in collaboration with i-Motor technical teams to understand the existing application, identify objectives & tooling into future state, develop CI/CD practices and compose an architecture blueprint.

As an outcome, Anchor DevOps engineers put forward a modernised application solution that:

1. Takes advantage of AWS auto-scaling capabilities to increase resources as i-Motor compute demands increase.
2. Implements application architectures which take advantage of the i-Motor customised headless CMS to provide scalability. Whilst AWS Lambda and Gatsby were used to automate the build of hundreds of static sites which were then deployed using Amazon S3 and CloudFront.

Additionally, Anchor implemented deployment and branching strategies and integrations through the use of AWS native deployment services such as AWS CodeCommit, CodeBuild and CodeDeploy; this created a complete end-to-end continuous deployment pipeline for all future releases to the e-commerce platform.

### ➤ The Technology

Anchor used various AWS products and services to deliver the most effective solution for i-Motor; including:

- AWS AutoScaling
- AWS Lambda
- CI/CD Technologies
  - AWS CodePipeline
  - AWS CodeDeploy
  - AWS CodeBuild
- AWS CloudFormation
- Amazon S3
- Amazon CloudFront
- Amazon Key Management Service
- Amazon Relational Database Service (RDS)
- Amazon CloudWatch
- AWS CloudTrail
- AWS Config

## I-MOTOR

### About i-Motor

i-Motor is a consultancy business which can provide market leading technology and personalised online solutions to ensure your business and website are up to date, on brand and ahead of the pack.

i-Motor websites are responsive across all devices, with a singular aim of converting website visitors into strong lead opportunities.

*"As a B2B company we were looking for an enterprise partner who could scale with our business and identify opportunities to enhance our market offering. The solution we have built with Anchor affords us to manage AWS platform whilst gaining access to highly skilled architecture consultants. This business model enhances our offerings whilst managing costs and for that reason we are very happy with the partnership."*

Tony Malby-Luke  
**Managing Director**

## Find the right workload pathway to deliver secure and reliable modern applications

Increase your time for innovation while reducing risk, accelerating time to market, and reducing your total cost of ownership by modernizing how you build and manage applications with Amazon Web Services (AWS). With a wide breadth and depth of products, resources, and services available from AWS, you can choose the application modernization pathway that is right for you. For certain scenarios, the best choice may be building new serverless apps that scale automatically. You may decide to re-platform existing applications to AWS managed containers to offload infrastructure

Yet, another choice would be to take the first step toward digital transformation by overhauling delivery pipelines with a modern DevOps model. No matter what path is right for you, AWS has the tools to guide you.

### Benefits Anchor delivered for i-Motor

Anchor were able to achieve and deliver various benefits for i-Motor through faster deployment practices through a DevOps approach with the incorporation of AWS services to ensure greater efficiencies.

#### Benefit 1

Deploying high-traffic components and static sites through the use of serverless technologies provided:

- Greatly reduced infrastructure costs and management requirements as web servers are not required.
- Limitless scaling potential through the use of S3 buckets to serve websites.
- 99.999999999% durability/resilience of customer facing sites through the Amazon S3 managed service.

#### Benefit 2

Refactored application workload based on Linux operating environment using AWS Auto Scaling to avoid overspending and optimise compute running costs.

#### Benefit 3

Improved deployment practices and faster release times through a DevOps approach making use of AWS Serverless to provide operational efficiencies and agility.

#### Benefit 4

Implementing infrastructure as code (IaC) provides the capability for this environment to be quickly and easily replicated to any AWS region as required by the businesses global expansion plans.

## About Anchor & 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 i-Motor, through effective deployment of AWS Serverless Computing functionalities, alongside Anchors engineering and management expertise to ensure greater agility and operational efficiencies.



- Public Sector
- Immersion Day
- Solution Provider
- Amazon EC2 for Windows Server Delivery