



Locobuzz

Locobuzz is a customer experience management platform that helps businesses manage their online reputation, engage with customers across multiple channels, and analyze customer feedback.



Key highlights

- Building a highly scalable, secure, & optimized Infra on AWS
- Seamless migration of the app from Azure platform to AWS



Customer Profile

Client: Locobuzz

Industry: Digital Customer Experience Management Platform

About Client:

Locobuzz is a unified customer experience platform that converges technologies like Artificial Intelligence, Machine Learning, Big Data, Analytics to help brands forge stronger relationships with their customers and increase their lifetime value by helping brands derive rich and detailed insights that drive business decisions, product innovation and factor a remarkable growth potential in the digital realm.

Locobuzz CX Platform is designed to work on a standalone basis or as an integrated solution that can be fused with various departments and functional verticals.

Locobuzz cater to many of the industry leaders in various sectors in India, countries across South-East Asia, & are also expanding to the US & the UK.



Business Driver

- LocoBuzz wants to migrate their existing infra running on Azure to AWS—which includes Web Servers, Active Directory, Micro Services, ML Services, SQL Databases, Jump Server for RDP & Webhook Servers. Mix of Windows 2019, Ubuntu 20.04 & CentOS.
- Locobuzz understood that the deployed architecture has many deviations from the committed one and cost gone double than budgeted during designing phase. They also experienced that appropriate practices were not followed during the deployment of services specially database which resulted degraded performance.
- Locobuzz cloud partner was not able to provide required support probably due to lack of skills at their end.
- Locobuzz also faced outage in the services as the solution deployed were not scalable/fault tolerant.



Solution Overview

Locuz along with AWS proposed the migration services to the AWS Cloud which will overcome all the architectural faults, address performance and security issues. The services proposed includes but not limited to

1. Setup landing zone to create separate dev, test, prod AWS accounts, setting up and enforcing centralized access polices and security controls, maintain access logs in different AWS account and more.
2. Migrated all the resources to AWS Cloud using cloudEndure.
3. Migrated the SQL Active Passive Cluster to Active-Active always on architecture.
4. Automated backup policies.
5. Locuz CloudOps Managed services to monitor and managed 24x7.



Benefits

- Fault tolerant, on-demand auto scalable tiered architecture
- Application Performance Improvement by up to 30% as compared to the Azure due to right sizing.
- Near 100% uptime through fault tolerant and High availability architecture.
- 30% Cost saving than previous deployment on Azure.