SPEEDYRAILS ONLIVE.SITE

ONLIVE.SITE's infrastructure transformation with Speedyrails

ONLIVE.SITE was born out of the necessity to bring a more human touch to the increasingly digital world of ecommerce, a cultural shift that became even more evident during the pandemic. Leveraging the widespread adoption of video calls, ONLIVE.SITE strives to revolutionize the ecommerce space by integrating video commerce into the customer shopping experience. Their innovative approach enables brands to engage with customers through personalized video interactions, live streaming, and immersive media commerce, transforming the traditional ecommerce transaction into a dynamic, interactive experience.

Challenges

Armed with their innovative business model and backed by many hard won successes, ONLIVE.SITE sought to ride their wave of accomplishments to new heights. The company's initial infrastructure was running smoothly enough to handle the demands of small start-up clients and some larger commercial clients - but with their sights set on larger enterprise clients - they wanted to have the confidence that their infrastructure could scale with their clients needs.

They recognized that a boost to their already effective infrastructure's capabilities and efficiency could be the key. With a more secure, scalable, and cost-effective infrastructure, ONLIVE.SITE could further expand its offerings and reach new clients, markets, and industries.

Solutions

In search of expertise to overcome these hurdles, ONLIVE.SITE turned to Speedyrails for AWS infrastructure and cloud operations support. Speedyrails commenced the partnership with an AWS Well-Architected Review and turned their focus to security, operational excellence, and cost optimization - the three key areas identified by ONLIVE.SITE. This comprehensive review laid the groundwork for a strategic roadmap tailored to optimize ONLIVE.SITE's impressive infrastructure.

"The AWS Well-Architected Review was really amazing. It was well executed and provided valuable insights about our infrastructure, along with a roadmap for improvements. Speedyrails gave us newfound confidence in our environment and it's scalability for our growth"

aws PARTNER Advanced Tier Services

> *"Another element of Speedyrails that made the process so smooth was that their specialists were very easy going people - they integrated with the people that we have with ease. Oftentimes, relations can be tough between teams, but with Speedyrails it was very easy. Everyone collaborated well and shared a common goal, which was to improve things."*

Results

The collaboration with Speedyrails marked a significant turning point for ONLIVE.SITE. The most immediate impact was the confidence to onboard clients of all sizes efficiently and effectively, backed by an infrastructure that met stringent security and compliance standards. Their partnership led to a more manageable, scalable, and secure infrastructure, providing ONLIVE.SITE with the flexibility needed to test new features and expand into new markets with 100% coverage of their infrastructure as code.

The engagement with Speedyrails also allowed ONLIVE.SITE's developers to continue focusing their efforts on product innovation and the customer experience. With the ongoing operational support and infrastructure enhancements made possible by collaborating with Speedyrails, the company could dedicate more resources to developing new features and refining their video commerce platform.

The future is visual

As ONLIVE.SITE continues its journey, the partnership with Speedyrails has helped to improve what was already a solid foundation for future growth. The successful optimization of their infrastructure positioned the company to embrace new opportunities with agility and confidence. With a trusted AWS partner and a robust, scalable infrastructure in place, ONLIVE.SITE continues to redefine the ecommerce landscape, proving that even in a digital world, personal, human interactions can thrive and drive business success.

Need the scalability of AWS without the headache of managing the migration and ongoing operations?
Let Speedyrails manage your AWS infrastructure so you can stay focused on moving your product forward

Talk to a Cloud Expert →