nClouds | AWS Case Studies

M BOOTH

Benefits Summary

💰 **Cost Savings**

🕐 **Time-Saving Automation**

🔒 **Built-in Security and Compliance Controls**

About M Booth

M Booth is a creative communications agency in New York City and San Francisco that was named "Global Agency of the Decade" by PRovoke Media. M Booth specializes in brand marketing, public relations, social media, and branded creative content.

Industry

Marketing, Public Relations

Location

New York, New York

Featured Services

Migration, Amazon FSx

Supporting Future Growth by Migrating to AWS

M Booth wanted to migrate to AWS. CTO/Head of Innovation Tech Alfredo Bernal and the other agency stakeholders had a growth plan, and that plan required having the right infrastructure in place.

In looking to the future, they knew that keeping all of their internal business workloads hosted on-premises would throw a wrench into long-term security, scalability, and flexibility. However, AWS is a reliable and scalable cloud infrastructure solution.

The migration would minimize M Booth's on-premises reliance, bolster security for the teams that leverage AWS, and lay the foundation for mobile readiness and a hybrid work environment.

AWS Environment Increases Speed and Agility

nClouds (formerly Cloudnexa) has the knowledge and experience that M Booth needed to plan, design, and perform the migration and then optimize the environment. As an AWS Premier Tier Services Partner, nClouds can also leverage AWS funding as part of the Statement of Work, which helped reduce out-of-pocket costs for M Booth. This enabled it to advance its cloud-readiness when a large migration might otherwise not have been in the budget.
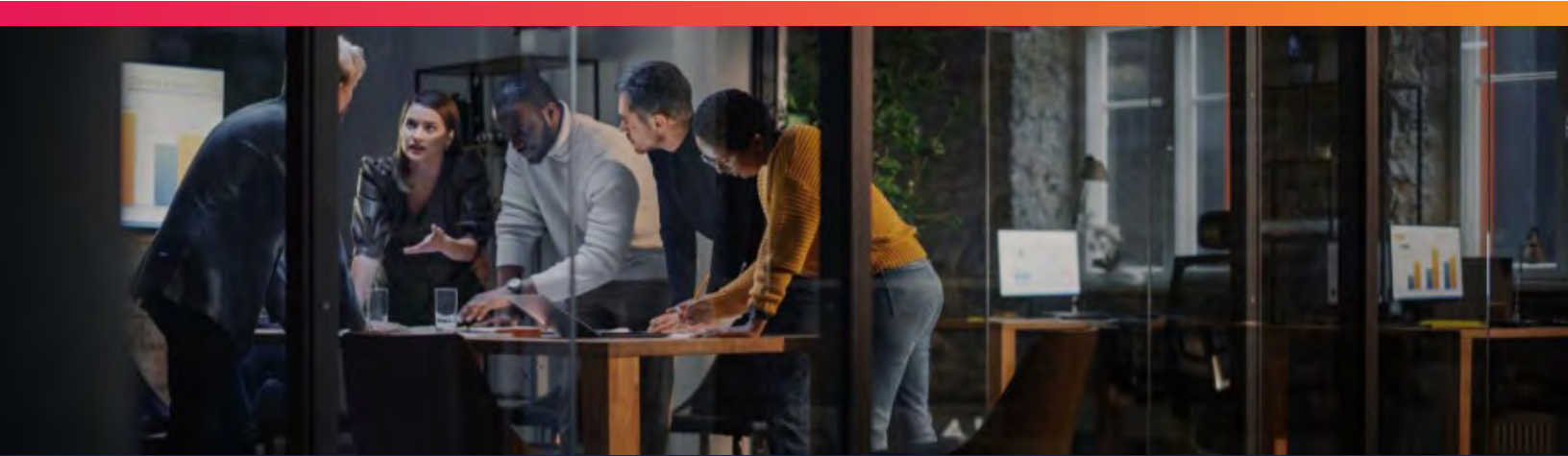
For M Booth, the move to AWS will occur across two phases:

Phase 1

nClouds helped M Booth perform the migration into the AWS cloud. It leveraged Amazon FSx for Windows File Server with Native Multi-AZ Deployment features to "lift and shift" M Booth's on-premises infrastructure to the cloud. It also introduced emerging technology, including Okta for built-in, scalable authentication.

Phase 2

nClouds migrated dev workloads into AWS, with a special focus on compliance and automation. During the upcoming Phase 2, nClouds will help M Booth streamline SIEM logic and build out automated workflows to enforce compliance controls and improve future scalability.

Saving Time and Money during Migration

With nClouds' help, M Booth's migration to AWS went smoothly. Now, M Booth has the infrastructure to support future growth, including built-in security and compliance controls as well as fully-managed cloud support.

Alfredo estimates that, by partnering with nClouds, M Booth saved hundreds of hours and tens of thousands of dollars during the migration.

He also says that the project might not have come together at all without nClouds' AWS funding.

Next, nClouds and M Booth are embarking on Phase 2. This phase will introduce even more cost savings for M Booth, as nClouds helps M Booth build out time-saving automation.