



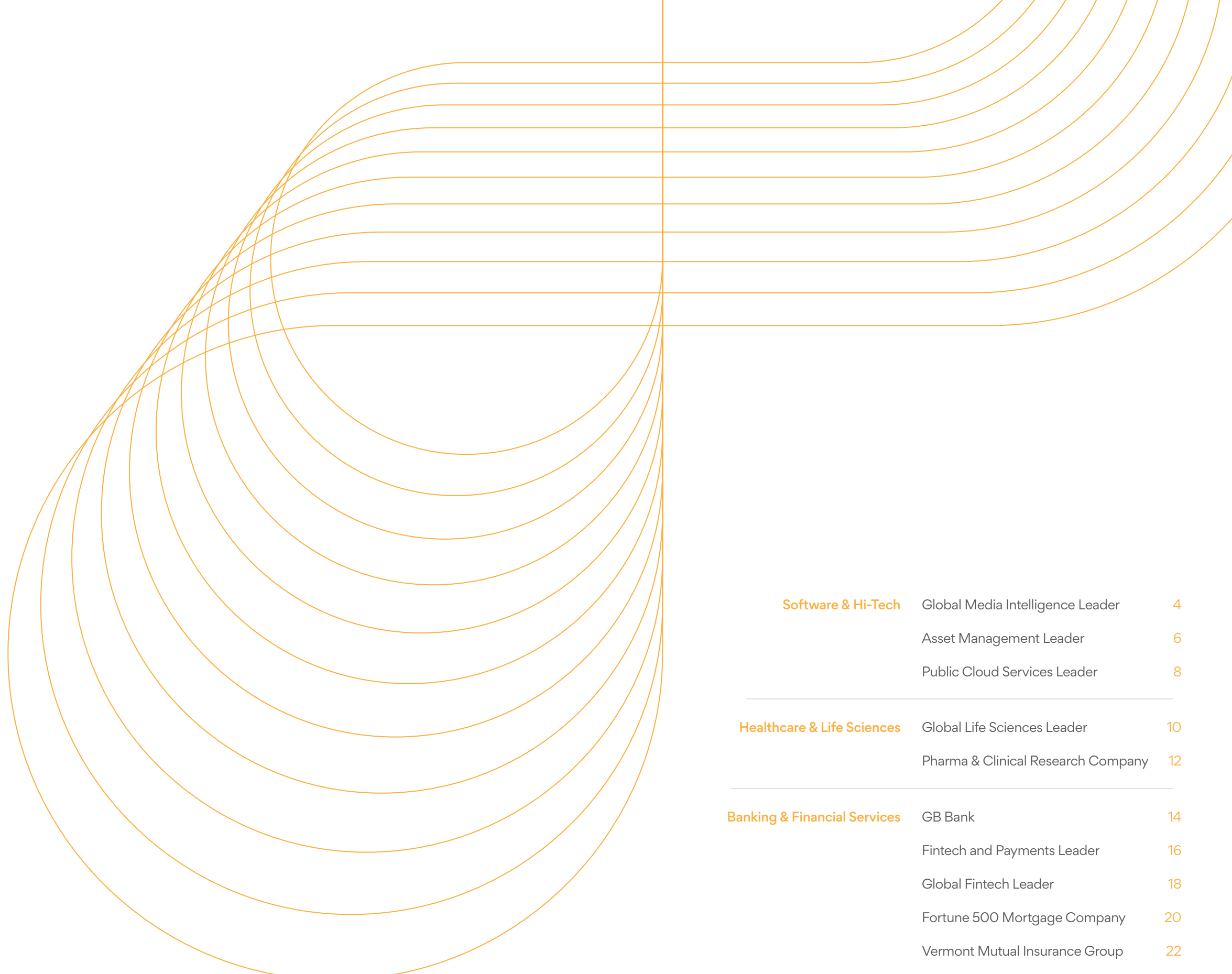
Persistent



Persistent | AWS

A Winning Formula for Accelerating Cloud Journeys





For 10+ years, Persistent has partnered with AWS to help global enterprises accelerate their cloud journeys .

As an AWS Advanced Consulting Partner since 2012, Persistent combines domain knowledge and technology expertise to deliver innovative services that enable fast, flexible and scalable access to the AWS cloud.

We have developed a deep relationship with AWS and are one of the first APN Partners to achieve AWS SaaS Competency status in both Design Services and Builders categories. This is a testament to our commitment to helping clients move to the cloud, leveraging the agility, breadth of services and innovation AWS provides.

This document provides examples of how we design, build and manage cloud-based solutions on AWS for our global clients that help them unlock new business models, modernize infrastructure, increase business agility and accelerate time to value.

persistent.com/aws →

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Global media intelligence provider optimizes operations by transforming legacy infrastructure to next-gen cloud platform

The client is a global media intelligence provider with over 1,500 employees across 18 international offices. The organization brings together technology, insights and expertise in media monitoring, measurement and PR workflow management. The client helps over 13,000 PR and communications clients to prove and improve their value and manage their brand reputation.

Media

The Challenge

The media intelligence company was formed by the merger of three legacy industry-leading businesses by US private equity firm Symphony Technology Group (STG). After the merger, one of the first priorities was to meet an IT Transitional Service Agreement (TSA), separating the legacy reputation intelligence part of the business from its former parent company within 12 months.

This required establishing a next-generation scalable, reliable and secure greenfield IT infrastructure and achieving a smooth transition with zero business disruption. The client wanted a flexible architectural model that would support platform transformation through modern infrastructure services to migrate workloads to the new architecture. The aim was to create a globally harmonized infrastructure model to enable scale, reduce operational expenses and accelerate time to market.

The Solution

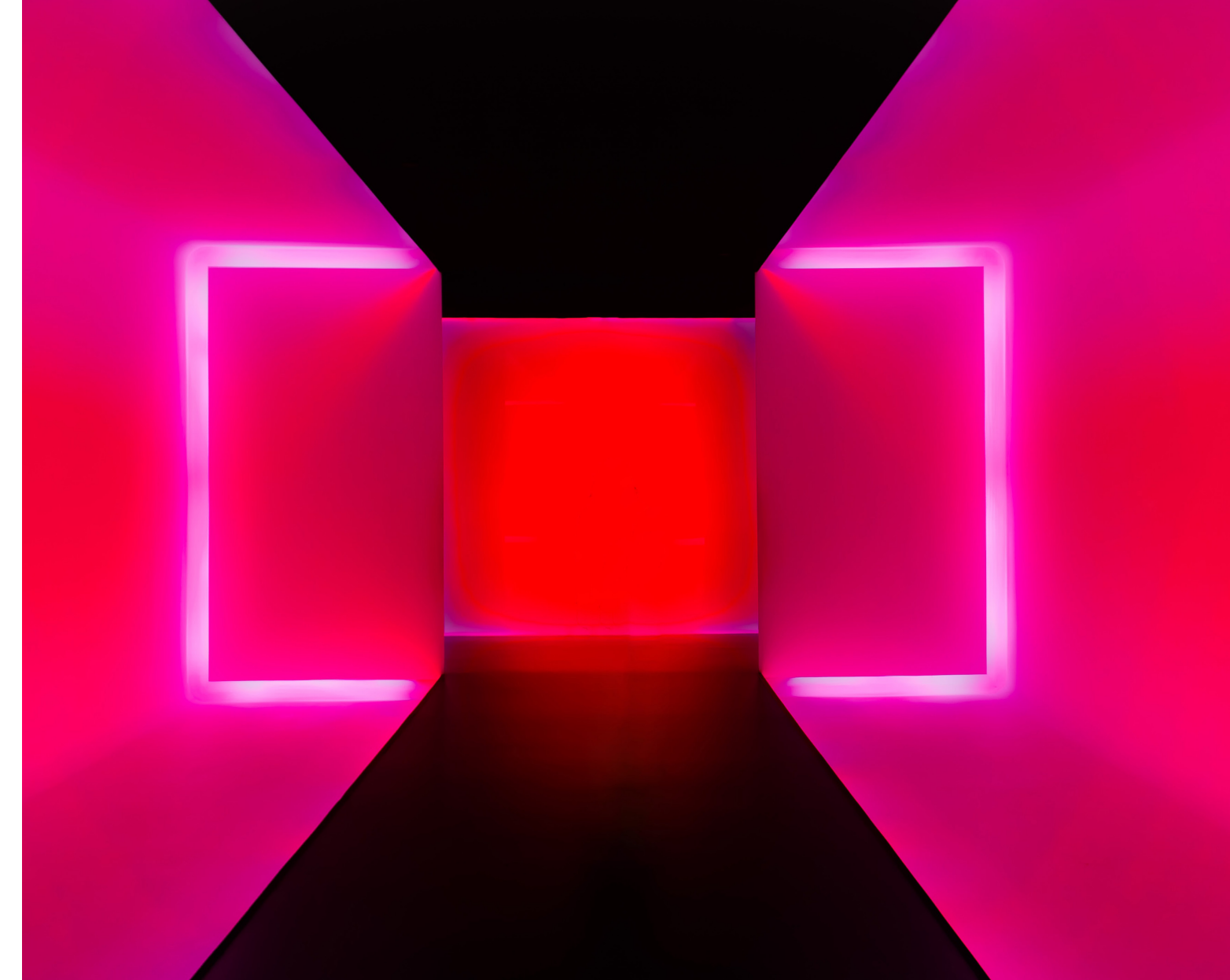
Persistent took complete ownership of IT transformation, transition and collaboration with stakeholders and leveraged a network of technology partners to assess, architect, design, build and implement greenfield IT infrastructure.

Persistent proposed a multi-phase data center transformation approach including design, migration and operations phases across each of the technology domain towers. The team also set up service towers to support five key service areas — hybrid and multi-cloud, security, end user computing, service desk, and eNOC.

To ensure business scalability and agility, Persistent helped the client to transition towards a cloud

environment with greater flexibility without the limitations or management of a traditional IT infrastructure. Adopting an infrastructure approach with 80% on premise and 20% cloud, Persistent migrated workloads from five source datacenters to modern datacenter infrastructure.

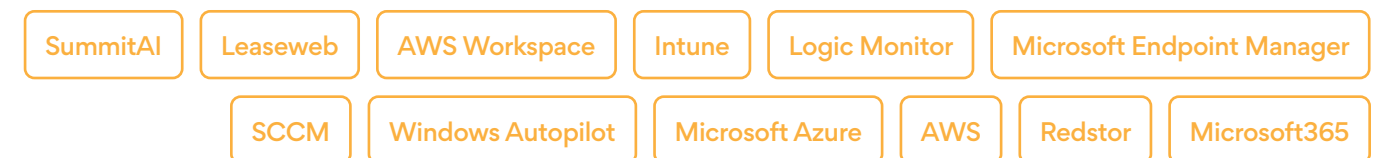
Persistent used various tools including Zerto, Acronis and Vembu for on-premise to COLO workload migration and Zerto for a disaster recovery replication and recommended several others for deployment, monitoring and backup. A rich partner network comprising Microsoft, AWS and Redstor was also leveraged for desktop modernization, cloud infrastructure and backup.



The Outcome

Persistent was able to bring an “IT in a box” model to enable scale and help the media intelligence company become self-sustaining and meet market demands rapidly. Persistent has helped them not only scale and have access to talent but ultimately to build a future-based architecture in the cloud by harnessing the best of cloud capabilities.

Over the next five years, Persistent will help the client complete the TSA exit and evaluate, select and procure the right platforms, tools and infrastructure to deliver and run next generation infrastructure.



Improving digital operations with an automation-first approach at a technology expense and asset management leader

The client is a leading expense and asset management solutions provider managing over \$15B in technology spend annually for 1,000+ clients, including 50% of Fortune 500 companies. It optimizes spend and resources across telecom, mobile, cloud and IoT.

Software & Hi-Tech



The Challenge

The client needed to optimize spend across several IT categories in order to improve operations. The small IT team faced challenges evolving the IT function and delivering infrastructure that could support innovation and growth. They needed to reduce existing IT complexity, improve automation and control cost. They were looking for a partner that could help them achieve their goals by up-skilling the team with greater expertise and better tools while upgrading the entire IT operations including service desk, SOC/NOC, end user computing and infrastructure.

The Solution

Persistent had a successful track record supporting other portfolio companies which were controlled by the private equity partnership that had acquired the client in 2017. Persistent agreed to a multiyear IT outsourcing and transformation contract to rebadge company in-scope resources and transform the large enterprise IT landscape.

Persistent proposed an approach to future-proof IT operations and improve alignment to business growth, while reducing the spend on IT operations. The dual transition and transformation approach enabled a proprietary Persistent Intelligent Operations (PiOps) 2.0 framework and several

tools such as SummitAI, LogicMonitor, CoreStack and Anakage to modernize the client's IT landscape while executing a zero disruption transition.

Persistent helped simplify operations, consolidate its delivery centers, transform with an automation-first approach. With Persistent's support, the client launched a new comprehensive technology expense and asset management platform.

Persistent deployed a global support team across US, Europe, India and Australia with lean and right-shored blended taskforce of client SMEs and technology practitioners.

The Outcome

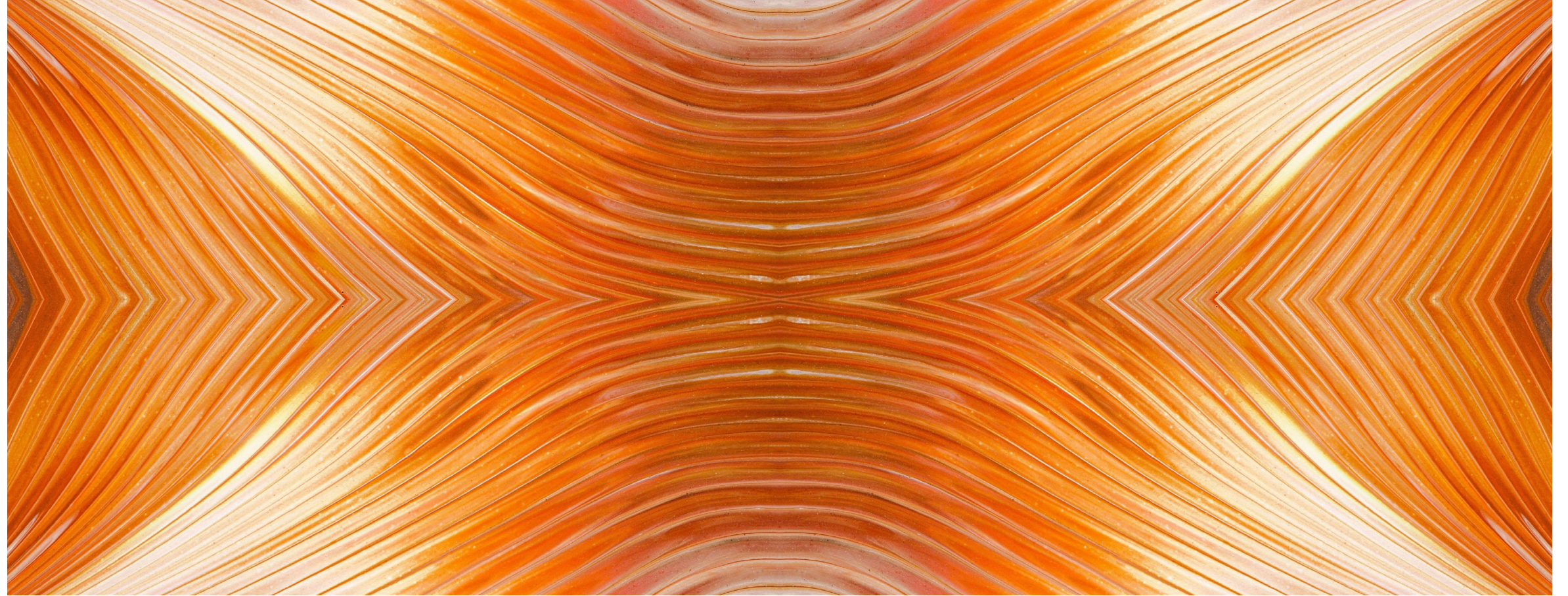
The IT transformation program resulted in a 30% improvement in KPIs and enabled the client to position themselves as a next-gen technology expense management platform, focused on strategic initiatives and customer experience. The company also is on track to achieve a 30% cost savings in OPEX over 5 years with the

flexibility to structure it year-on-year and improved accuracy in predicting costs through a unit pricing model.

The client unlocked important budgets, doubled its revenue, expanded operating margins and ultimately delivered industry leading shareholder returns.

Multi-location on-prem DC AWS Orange Cloud OCI VMWare

Rubrik SummitAI Amazon Connect LogicMonitor CloudOps



Using Persistent Data Connector Factory to ensure interoperability and accelerate time-to-market for leading fully managed integration service

The client is a leading public cloud service provider that offers highly scalable, reliable and cost-effective infrastructure support to millions of businesses across industries in 190 countries.

Software & Hi-Tech

The Challenge

The increased reliance on digital technologies requires seamless integration between a growing number of ecosystem providers. Lack of out-of-the-box integration slows onboarding and adoption, leading to a loss of market share and competitiveness.

To grow market share, the client required a fully managed integration service that enables secure data transfer between multiple third-party Software-as-a-Service (SaaS) applications, such as Salesforce and Slack. With increasing number of new features and SaaS applications, it was challenging to design, build, certify and maintain connectors. Since this effort was not a core focus, the client required a partner with an established model that could help them efficiently provide comprehensive data connectivity support.

The Solution

Nurturing a 9-year relationship with the client, Persistent has been a trusted provider of software product engineering services. Persistent leveraged its proprietary Persistent Data Connector Factory model to design, build, certify and maintain over 75 connectors and provide testing and support over a year-long engagement. Persistent brought a connectivity framework, pre-built connectivity adapters, a robust test automation framework and interoperability certification lab.

By utilizing the existing platform capabilities, Persistent built Java and Python-based connectors using provider connector SDK to support production and launch activities.

Persistent's comprehensive connector lab with automated test suites and test data ensured performance guarantee for connector codes. With white box and regression testing, Persistent helped the client to enhance quality and optimize defect tracking, resolution and traceability.

The Outcome

The development and maintenance of data connectors is a time-consuming and non-core task for many software providers. It requires resources, slows product development and can become a limiting factor for innovation.

With Persistent's support, the client was able to onboard customers faster — in weeks instead of months. The expanded software interoperability enabled the client to enhance competitive advantage by freeing resources for important tasks like new feature development and R&D. Overall, the Connector Factory model allowed the client to accelerate time-to-market by up to 60% compared to an in-house approach. Additionally, Persistent's ability to maintain existing connectors at scale removed the burden of tracking product updates and new features among third-party SaaS players.



Global life sciences leader gains actionable data insights from multiple ERPs with an AWS-powered data lake

The client is a world leader in life sciences solutions and laboratory instruments, operating across 65 worldwide locations. The organization has a rich history of acquisitions – both larger and small – and has experienced recent hypergrowth due to increasing demand during the recent global pandemic.

Healthcare



The Challenge

The client had limited access to data generated from 20+ ERP systems and stored across silos. With limited analytics capabilities, they found it challenging to manage this data and were increasingly unable to generate insights due to fragmentation.

They also required help to ensure data security with efficient access control. With an inadequate Change Data Capture process, they couldn't identify and capture changes made to data which led to significant potential gaps.

The Solution

The client commissioned Persistent to build a robust data lake using various AWS components. Persistent set up a data ingestion pipeline. It was a critical first step toward creating the data lake by collecting structured and unstructured data from several sources and systems across the organization. It seamlessly transferred multiple data types from 20+ ERP systems to the data lake built on Amazon Simple Storage Service (Amazon S3).

To assist the client in processing data at scale, Persistent designed a framework deploying AWS Lambda. Implementing this serverless, event-driven computing service was essential to enable the client with powerful machine learning insights. Additionally, with Amazon EMR, Persistent executed Apache Spark,

an opensource unified analytics engine to run and manage big data workloads.

Necessary arrangements were made to implement data security best practices using AWS-followed AES-256, an advanced encryption standard. Plus, the client needed to provide system access rights only to the intended user to further consolidate data security. For this, Persistent implemented role-based access control with AWS Identity and Access Management roles and policies.

Persistent provided the right technology support to the life sciences organization to store, process and analyze data in a central repository with a cost-effective, secure and scalable data lake.

The Outcome

The data lake has helped the client effectively and rapidly consolidate data from over 20+ ERP systems. Their analysts now have flexible and easy access to all their data stored in a centralized location. Most importantly, this AWS-powered, cloud-based data lake allows them to gain actionable insights to make data-driven decisions cost-effectively.



AWS — Data Lake

US-based pharmaceutical and clinical research leader saves time and costs developing new medicines with AWS-powered data insights

For nearly 35 years this US-based pharmaceutical and clinical research leader has been developing life-transforming medicines for people with serious ailments.

Healthcare

The Challenge

Clinical trial data is traditionally scattered across institutions and poorly integrated. In order to speed approvals for life-saving medicines, this client was seeking to access critical data from over 200+ studies and trial programs while cost-effectively standardizing all the data scattered across institutional silos. The ultimate objective was to bring advanced analytics and AI capabilities across an aggregated data set.

The Solution

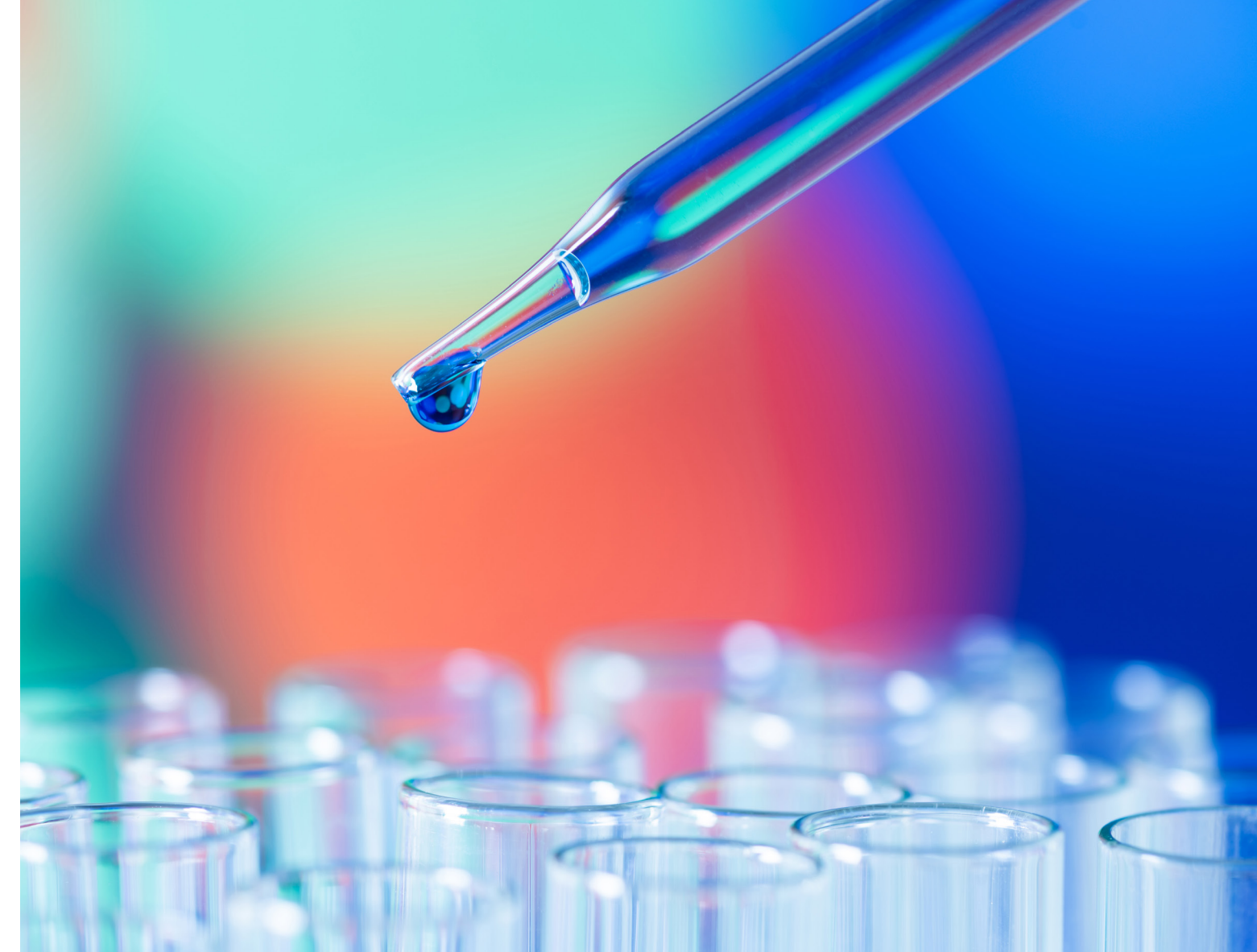
Persistent chose to leverage the capabilities of AWS to create a robust data lake for clinical research.

Several AWS-managed services were used to ingest, process, store and analyze the client's structured and unstructured data. The solution was instrumental in creating a secure, flexible and cost-effective data lake for the client.

It was essential to deploy the right AWS architecture with data ingestion capabilities to move an extensive volume of data to the cloud. Persistent streamlined the entire process to ingest multiple data types quickly and easily from the source system into the client's data lake built on Amazon Simple Storage Service (Amazon S3).

Using AWS Database Migration Service (AWS DMS) enabled Persistent to ensure that all the data integration from various external sources was readily available for researchers and scientists to perform ad-hoc analysis. Persistent used AWS Athena and RedShift spectrum services and developed an advanced analytics platform. This approach proved to be an easy, secure and cost-effective way to integrate the existing research data lake and advanced analytics data mart.

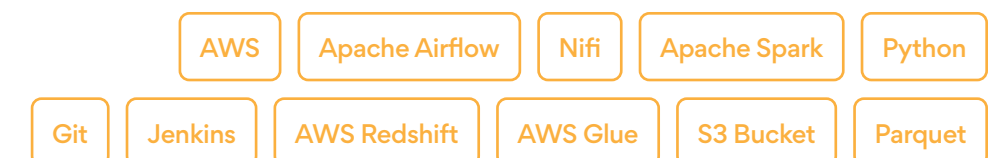
By deploying a visual data preparation tool, Persistent provided clean data for analytics and machine learning purposes. Similarly, fully managed EMR (Elastic Map Reduce) services/jobs enabled the client to categorize and move data reliably between multiple data stores / streams.



The Outcome

With a robust data lake and the data mart, the client can now locate 20% - 30% of earlier missing data. With all data available on AWS cloud, its scientists now have access to ready-to-use data and can share all critical data from research and trial programs.

It has enabled the client to make informed and faster decisions while developing new medicines while ensuring significant time and cost savings.



The UK-based bank revolutionizes the property development loan segment with AWS-backed digitization

GB BANK

GB Bank is a new-age financial institution that aims to boost economic growth across the UK's underserved regions by providing accessible property development loans and competitive savings accounts.

Banking



The Challenge

The client wanted to leverage the right technology to build an ecosystem of client solutions to offer tailor-made services to its customers. It adopted a host of cloud-based solutions across core banking, commercial lending, savings and regulatory reporting. For these solutions to work seamlessly, the client needed holistic tech assistance from a trusted system integrator and a reliable AWS solutions partner.

The Solution

GB Bank selected Persistent based on its strong history of collaborating with challenger banks and a deep understanding of building and delivering robust digital infrastructure support. Leveraging Persistent's 'digital mosaic' model, Persistent created a customized cloud architecture that supported GB Bank's vision. This allowed GB Bank to select SaaS-based technology solutions that empower them to deliver personalized customer experiences.

Persistent extended its Digital Bank and Credit Union Solution – a robust and flexible technical platform with a microservices based integration layer and pre-built integrations at the core. This allowed the selection of technologies best suited to deliver on the unique vision of the bank. Persistent's solution provided flexibility to easily add or replace specific technologies, avoiding vendor lock-in and creating a future-proof architecture that can evolve with the bank's growth strategy.

Persistent provided a digital-first banking infrastructure to enable the client to work efficiently with other imperative cloud-based solutions. It ensured that Mambu (core banking solution), nCino (commercial lending solution), their own proprietary digital savings banking solution and several other applications are integrated and seamlessly running on this newly created platform.

The Outcome

With all the systems now in place and powering its overall operational capabilities, the neobank can offer a connected banking experience to its customers. It enjoys the flexibility to integrate any solutions to the core banking system in line with the evolving demand and business dynamics. It is now well-positioned to handle a high volume of deposit, loan and credit processing transactions. Moreover, the platform will enable the bank to lend £3 Billion over five years, building a £1 billion-plus balance sheet.

AWS Mambu OutSystems



Global fintech leader transforms payment experiences and drives innovation at the speed of business with AWS cloud

Founded in 1990, the client is a global fintech and payments leader, offering best-in-class industry solutions for risk insights, identity and fraud detection and mobile payments. The fintech helps 2,500 financial companies, government organizations and payment businesses leverage a single integrated, real-time payment network to transform payment experiences for their customers.

Banking



The Challenge

With rapid expansion, the client needed to simplify the process for onboarding new customers in order to support the rising demand for real-time payment solutions. They also sought to minimize the chances of fraud by improving the ability to identify fraud in real-time, while enabling faster and safer payments.

The client chose to migrate their on-prem applications and data services to AWS as an important step to modernizing their platform and drive innovation at the speed of business. Through the shift to AWS, the client sought to minimize risks arising out of delivery issues from existing infrastructure.

The Solution

The client chose Persistent as a partner that could provide a robust governance framework encompassing development, management, onboarding and reporting to ensure visibility and reliability and take complete ownership of outcomes.

Persistent developed an API layer to reduce the onboarding time for financial institutions and its customers by creating pre-defined bundles of capabilities for monetization. This layer also enabled a seamless data exchange between partner ecosystems, improved insights and risk models and facilitated the detection of fraudulent activity.

Persistent helped the client modernize their existing enterprise data platform that relied heavily on batch processing and inflexible architecture. This migration to a cloud-native AWS platform enabled the client to leverage real-time APIs.

Persistent executed these activities via an agile, outcome-based POD model. A purpose-built team having an optimal combination of skills, technologies and engagement models was deployed to drive end-to-end project ownership, from design, development to test automation.

The Outcome

Persistent and the client are partnering to successfully meet business timelines for the project by migrating the solution to AWS on schedule and without any business disruption. This will enable over 30% cost savings over a five-year period with significant savings accruing in year one.

With API-based capabilities, the client has shortened the new customer onboarding process while accelerating time to market for new products and features.

The transition to real-time processing put them on a path towards reducing fraud on their payment network significantly.

AWS MuleSoft Salesforce Java .Net

Global fintech leader leverages AWS Cloud to modernize enterprise applications to boost operations and innovation

The client is a US-based global leader in the fintech domain, providing financial, accounting and tax preparation solutions to over 100 million customers across nine countries.

Banking

The Challenge

The client faced several operational issues with the existing legacy enterprise applications deployed on unsupported operating systems and on traditional hosted data center infrastructure. This slowed innovation and led to scalability issues which negatively impacted product engineering teams. To delight engineering teams by improving performance, scalability,

The Solution

As the client's digital transformation partner, Persistent adopted a multi-phase modernization approach.

In the first phase, Persistent did an in-depth code analysis to understand all applications' operational aspects. It included re-factoring existing applications to make them cloud-ready while adhering to the corporate standards for security and compliance.

In the second phase, Persistent helped in migrating the cloud-ready applications to the AWS platform and deployed several AWS components, including CodePipeline and CodeBuild. It was vital to run performance testing, chaos testing and CI/CD pipeline integration as per corporate policies. The team Persistent applied production cutover to migrate

user experience and delivery process, they wanted to migrate 70+ enterprise applications and related data from the core financials, people and places and privacy engineering groups to the AWS Cloud. Security quickly became a primary consideration throughout the journey as much of the data that once resided on prem was moved to the cloud.

all the applications from the test environment to the production environment.

In the third phase, the focus was on the containerization of applications. It was essential to modernizing the client's existing enterprise legacy applications with cloud-native deployments.

Persistent also ran Amazon CloudWatch to help the client monitor AWS resources and applications in the cloud and on the server. It also built an enterprise intelligence platform to enable data analytics for the client.

Following DevSecOps principles, Persistent also ensured end-to-end automation of infrastructure provisioning, continuous integration and deployment.

The Outcome

Speed to innovation is critical for any fintech. This client saw many benefits from the cloud migration and modernization of enterprise systems, including enhanced operational capabilities and increased stakeholder delight. With 70+ legacy applications being moved to the AWS cloud, the

client can now scale rapidly, improve performance and enhance stability — all while maintaining security and compliance. As it led to the decommissioning of its on-premises data centers, the client has been able to reduce costs.

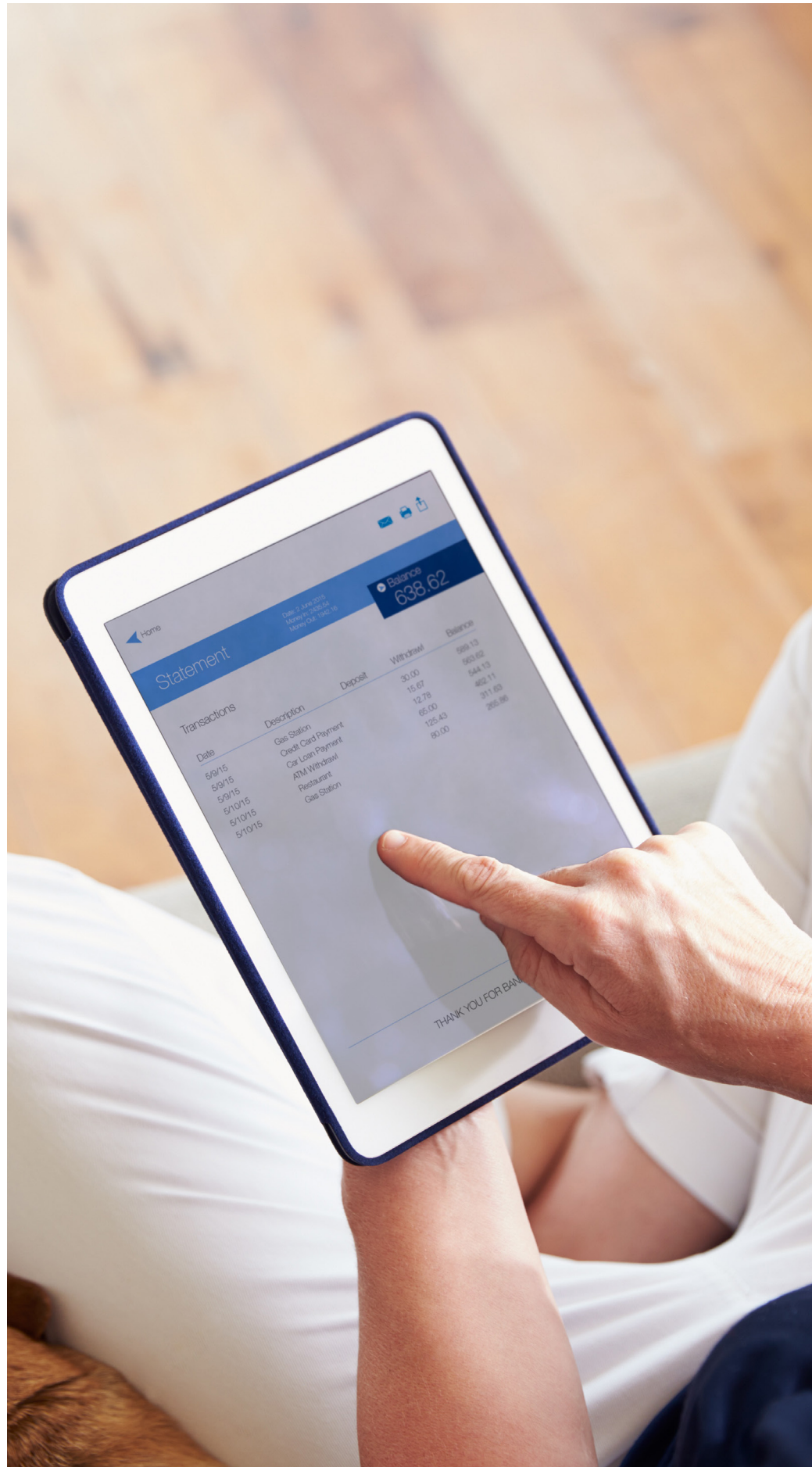


AWS — Infrastructure Migration

**Fortune 500
residential
mortgage company
accelerates loan
processing time
with AWS-powered
automation**

As a leading provider of automation software for the US mortgage industry, the client is a Fortune 500 company that provides a highly efficient and cost-effective digital mortgage process to help residential loan providers, title agents, homeowners and mortgage investors close loans faster and increase profit margins.

Banking



The Challenge

The client wanted to migrate to the cloud from the existing on-premises platform to help its customers with a faster documentation process. It was essential for the client to enable lenders to allow borrowers to submit signed documents online. The client also needed to empower lenders to gain a competitive edge by offering attractive loan products. It wanted to upgrade its infrastructure and move to the cloud to help lenders comply with regulatory norms.

The Solution

The client engaged with Persistent to build a robust data platform with AWS. Persistent adopted a DevOps model with AWS tooling and infrastructure resources to drive this objective. This approach was vital to help the client with efficient process automation for faster delivery, issues resolution and scalability. With AWS storage services, the client's automation platform allowed lenders to store and manage a massive amount of loan application data.

Persistent added peer data analytics capabilities on top of the data platform built on AWS architecture. It enabled lenders to use the client's solution to compete, innovate and roll out competitive loan products. Deployment of a document classification solution allowed them to automate the whole process of mortgage documentation depending on the criticality and requirements.

Most importantly, Persistent implemented several cloud solutions on the AWS infrastructure to make the client's platform meet their users' (lenders') requirements. This included the implementation of eSigning, eClosing, document classification, automated dispatching of the disclosure to the borrower and integration with third-party loan aggregators.

The Outcome

The client's mortgage automation software has been transformed to help lenders accelerate loan processing time by 50%. It also substantially reduced document signing time from weeks to hours and storage/retrieval costs by 40%-45%. With over 60 services running on the cloud, the client's highly automated platform has been up and constantly running without any outages while adhering to the prescribed regulatory compliance.



AWS — Automation

US-based insurance company improves customer service and accelerates time-to-market with AWS



Vermont Mutual Insurance Group is one of the ten oldest mutual property and casualty insurers in the United States, with over 300,000 policyholders.

Insurance

The Challenge

Vermont Mutual was struggling with the manual deployment of applications which were consuming too much bandwidth. Legacy code was becoming increasingly difficult to maintain. Vermont Mutual needed to execute a cloud migration strategy to tackle challenges arising out of multiple single points of failure in their current architecture, inconsistencies between internal environments, production outages and the growing chances of financial transfers being missed due to downtime.



The Solution

Vermont Mutual required a seamless migration from the existing legacy technology stack to AWS cloud. They collaborated with Persistent to modernize core operational capabilities to adapt to the new business models and enterprise-wide change management.

Persistent helped Vermont migrate all Quote and App functionalities for multiple products from their legacy system to AWS cloud. Vermont's current bridging/real-time rating interface was replaced with a modern technology stack and API-lead microservices architecture. Persistent also helped them integrate with Guidewire (InsuranceNow) policy

admin system for rating and underwriting activities.

By leveraging Persistent's proprietary design thinking approach and the Persistent Digital Greenhouse framework, Persistent helped Vermont reduce the complexity of process design and improved user experience, resulting in a 100% customer satisfaction score (CSAT) for over three years.

With Persistent's support, Vermont also implemented the insurance rater that carried out around 80% of new policies while ensuring compliance with ACORD standards.

The Outcome

Migrating to AWS cloud helped Vermont Mutual improve turn-around time and quality of response to the needs of agents and policyholders. By standardizing its policy underwriting system, Vermont empowered its agents to better serve their customers and drive customer loyalty.

Utilizing DevOps on AWS, Vermont Mutual has improved operational efficiencies within its core processes,

resulting in reducing time to market for feature changes — from two months to two weeks. They also benefitted from improved Recovery Time Objective (RTO) for disaster recovery from 24 hours to two hours. As the cloud migration enabled full access to centrally managed logs, Vermont realized significant cost savings by employing fewer resources to trace issues.



**UK-based
fintech platform
significantly
reduces loan
disbursement
time with an AWS-
powered digital
platform**

Gojokō

Gojoko is leading fintech platform providing digital customer interface and advanced digital marketing to banking customers across the United Kingdom. Gojoko elevates community banks and credit unions to help them grow and expand into modern financial institutions by leveraging technology.

Banking

The Challenge

Gojoko wanted to build a fully integrated cloud-based digital platform that would enable them to make credit available at fair rates to customers who previously wouldn't have access to it. The platform would also allow

customers to apply for unsecured loans and savings instantly. Gojoko wanted the platform to integrate seamlessly with other aggregators and channels, core banking platforms and direct debit platforms.

The Solution

Persistent leveraged its deep financial services expertise to help build the Community Lenders Gō Digital® Platform on AWS. The platform provided the agility necessary to enable banks and credit unions to design, launch, service and scale banking and lending portfolios.

Persistent delivered a solution called iHUB with exposed REST APIs over AWS API Gateway for integrating with the www.mycommunityfiance.co.uk website and other channels. Persistent also deployed Amazon Relational Database Service (AWS RDS) for MySQL database to offer customized encryption capabilities and high-level availability across different time zones.

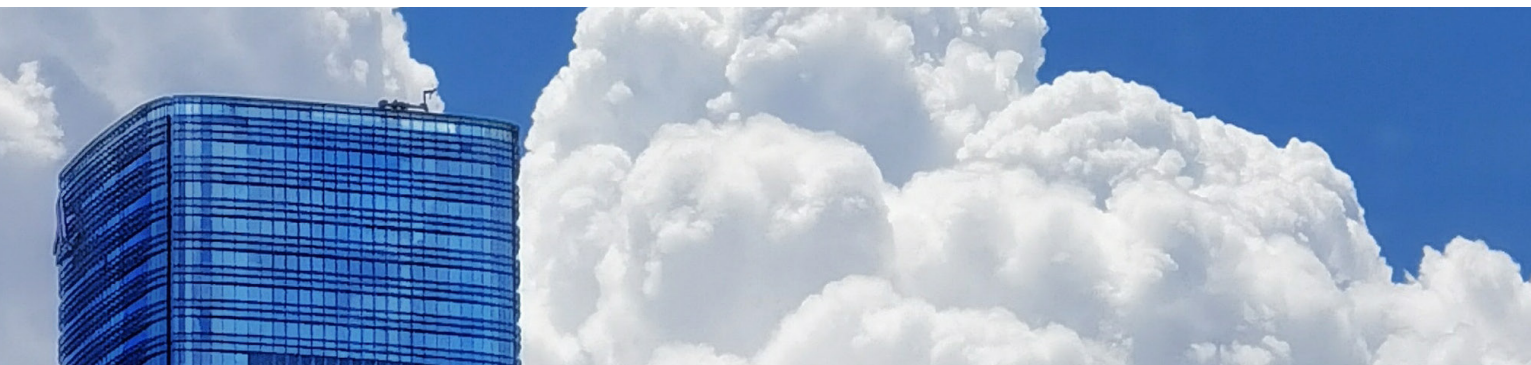
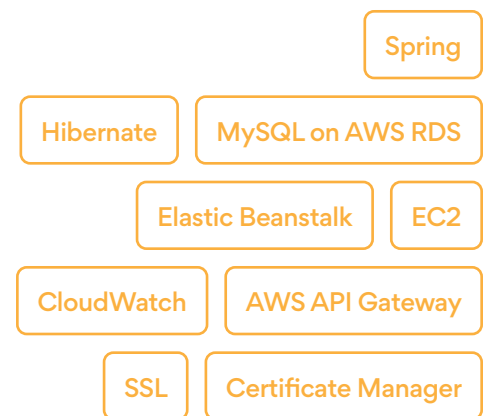
Additionally, Amazon CloudWatch was implemented to help the client with data and actionable insights across applications and infrastructure resources. It ensured a 24/7 availability of the client's digital platform across different zones. Moreover, it freed Gojoko from handling time-consuming database administration, backups, monitoring, software patching, etc.

Persistent also set up an admin portal to manage loans flowing in through the website and APIs and provided maintenance support for the existing system.



The Outcome

With the new digital platform, Gojoko has significantly reduced the loan disbursement turnaround time while saving costs. The configurable admin portal allows Gojoko to manage loan portfolios and generate relevant reports. The AWS-powered digital platform also offers credit unions an effective way to leverage a cutting-edge banking platform without significant investments.



**American luxury
retail innovator
enhances
digital customer
experience with a
robust, scalable and
secure ecosystem
using AWS Web
Hosting Services**

The US-based client is a multi-brand luxury retailer offering a new online retail concept with a mission to impact the lives of underprivileged girls by donating 20% of its proceeds to global charities. It works closely with luxury brands and global celebrities to build recognition for its approach.

Retail

The Challenge

The client was limited in their ability to scale to meet the company's vision to help charities on a global scale, while continuing to provide a secure and delightful online user experience. They wanted to leverage the benefits of Cloud technology but needed help on how to adopt AWS Web Hosting Services cost-effectively. This included building the capability to scale the online experience quickly to meet surges in demand.

The Solution

Persistent took a systematic approach to implement a stack of cloud-based web hosting solutions from AWS aligned with the client's needs. This included delivering customized digital features to facilitate charity. With a robust approach to solution design and caching mechanism, Persistent designed the entire architecture with a focus on security, scalability and cost optimization.

To help the client handle more data with increasing network traffic, Persistent deployed Amazon CloudFront and leveraged content-based routing of AWS application load balancer and Amazon RDS.

As ensuring the website and web applications' availability and security was critical during periods of surging demand, Persistent deployed AWS Web Application Firewall (WAF) to protect the client's website against cyber-attacks. To secure the endpoint, Persistent leveraged AWS

WAF (web application firewall) that provided the client with XSS, SQL injection, control bot traffic and rate limiting to prevent any malicious attacks from penetrating the application.

The Persistent team also deployed Amazon Aurora, a fully managed, cost-effective relational database engine, to automate time-consuming tasks, including provisioning hardware, taking backups and patching. To support the tech stack with mid-tier caching methodologies, custom services on Amazon EC2 instances, such as Memcached and Elasticsearch, were configured.

Amazon Simple Storage Service (S3) provided a cost-effective solution for storing, archiving and securing large volumes of data. Additionally, Persistent implemented Amazon Route 53, a highly scalable DNS web service, for improved application resiliency and API security.

The Outcome

Stability is critical for the client business model amid rapidly growing demand. Persistent's deployment of AWS infrastructure enabled the client to improve speed to market, agility and the customer experience by offering new products/SKUs with bundles, pricing and promotions, with ease. With a 360 view of customer data, the client delivered a seamless omni-channel experience with no reported outages or downtime, increasing customer base and sales revenues.



AWS — Web Hosting Services



Persistent

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persistent.com/aws →



Our Partnership at a Glance

10+ years AWS Advanced Consulting Partner	7 Competencies & Service Delivery Designations	100+ AWS Cloud Client Engagements	2500+ AWS Practitioners and Delivery Professional	500+ Certifications – AWS Professional, Specialty Associate and Cloud Practitioner
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Our AWS Competencies

AWS Data & Analytics Consulting Competency	DevOps Consulting Competency	Financial Services Consulting Competency
IoT Consulting Competency	SaaS Consulting Competency	

Our Service Delivery Designations

AWS Lambda Delivery	Amazon EC2 for Windows Server Delivery
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IP-based Cloud Offerings

Horizontal

Cloud Automation Stack (PiCAS) Library of reusable components to automate the creation of cloud infrastructure without specialized skills	Cloud Operations (CloudOps) Integrated service delivery framework to deliver faster time to value and lower TCO across CloudOps, FinOps and SecOps
Cyber Recovery (PiCR) The combination of process, tools, infrastructure and services for recovering from a debilitating ransomware attacks	Data Foundry End to end cloud analytics platform for delivering “Data Mesh”. Ready to Deploy in 72 Hours

Vertical

Persistent Digital Bank (BFSI) Digital banking and credit union solution combining services and a technology platform to accelerate digital transformation	Digital Front Door (HCLS) Digital platform enabling an omnichannel solution for patients, care providers and agents for all phases of patient interaction and care delivery	Engage360 (Multi-Vertical) Salesforce solution leveraging Amazon Kendra’s machine learning-powered intelligent search capabilities to deliver sales effectiveness and superior service agent productivity
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Persistent

See Beyond, Rise Above

