



CASE STUDY

ScallaCRM Full Cloud Migration to AWS

Executive summary

ScallaCRM, an Israeli ISV specializing in CRM solutions for the Israeli market, faced challenges with their former cloud platform including frequent downtimes, high cloud costs and lack of automations, thus made the decision to migrate to AWS obvious. Currently in production, ScallaCRM couldn't afford and downtimes or reduced SLA for their customers' users. Cloudride successfully led the end-to-end migration, utilizing AWS tools and ensuring seamless collaboration. The migration resulted in improved system performance, cost efficiency, and set

The challenge

➤ Zero Downtime

Maintaining zero downtime was crucial, as the migration had to occur while ScallaCRM's system is in production and without disrupting ongoing customer activity.

➤ Knowledge Gaps

Bridging the knowledge gap with ScallaCRM's offshore development team, unfamiliar with AWS, posed a significant challenge, involving technical work and knowledge expansion.

➤ Decision-Maker Availability

With ScallaCRM's key decision-maker on 3-month reserve duty, Cloudride's team had to take ownership of the migration process to ensure continuity and success.

Why AWS

Amazon Web Services (AWS) has helped thousands of organizations migrate to the cloud and modernize their infrastructure and applications. Migrating with AWS helps businesses focus more on core competencies and achieve benefits faster while substantially lowering costs, increasing speed, and improving productivity, business agility, and operational resiliency.



About ScallaCRM

ScallaCRM, born from a leading advertising company's experience, addresses Israeli business needs in marketing, sales, and operations. Offering a versatile CRM solution tailored for the Israeli market, it integrates lead management, customer service, and project management in a user-friendly interface with Hebrew support. ScallaCRM boosts client business profitability and sales, leveraging over a decade of experience. It's a comprehensive one-stop-shop for business management, featuring tools for lead tracking, task management, and more, driving business growth and efficiency.

Danny Lev-Ran

CEO, Cloudride

At Cloudride, we see every challenge as an opportunity to showcase our expertise. The ScallaCRM migration project was no exception. Our team stepped up in the face of unexpected complexities, ensuring a seamless transition to AWS. We take pride in our ability to deliver results, and this successful migration reflects our dedication to our clients. We're not just solving problems; we're shaping the future of cloud solutions.



Tamir Brandes

CEO, ScallaCRM

I was very impressed with the seamless transition to AWS that required minimal interference on my part. The Cloudrise team kept everything running perfectly and made sure our work with customers wasn't disrupted at all. They fully took ownership and overcame the challenges needed to complete the migration. This success under tough conditions has set a new standard for operational excellence in our company.



Why Cloudrise?

Cloudrise emerged as the optimal partner for ScallaCRM's AWS migration due to their in-depth expertise in cloud technologies and AWS environments. Recognized for adeptly handling complex cloud transitions, Cloudrise's blend of technical skills and strategic foresight matched ScallaCRM's requirements. Their approach to seamlessly manage transitions with minimal operational impact, along with their collaborative methods in addressing knowledge gaps, established them as a reliable partner. ScallaCRM valued Cloudrise's commitment to delivering solutions that were not only resilient and scalable but also cost-effective. This approach aligned well with ScallaCRM's objective of enhancing their infrastructure without compromising on financial efficiency. Cloudrise's understanding of the unique business challenges, particularly in the Israeli market, and their ability to tailor solutions accordingly were key factors in ScallaCRM's decision to engage their services. Furthermore, Cloudrise's reputation for comprehensive project ownership and effective management, even in scenarios with limited availability of key decision-makers, solidified their position as the preferred partner for this vital migration project.

The solution

The ScallaCRM cloud migration project presented a unique situation, compelling Cloudrise to adeptly navigate numerous challenges to ensure a seamless transition to Amazon Web Services (AWS). The project required maintaining zero downtime while ScallaCRM's systems were in active production, bridging knowledge gaps with ScallaCRM's offshore development team who were unfamiliar with AWS, and addressing the unavailability of the company's CEO due to unforeseen circumstances. Additionally, Cloudrise had to rectify overpriced and wrongly sized setups from the old platform, necessitating an in-depth analysis for right sizing and cost reduction. The solution involved utilizing AWS's specialized migration services, including the Application Migration Service, for efficient and reliable transfer. Effective collaboration and communication with ScallaCRM's team using common platforms were crucial in aligning both teams towards migration goals. Strategic scheduling minimized the impact on customer operations, considering different time zones and operational hours. Technical execution with tools like Terraform and AWS migration tools was key in accurately replicating ScallaCRM's servers on AWS. This comprehensive approach resulted in improved performance and resilience for ScallaCRM, significant cost savings, and laid the groundwork for future scalability with plans for further modernization, including serverless architectures and managed services.



Results

The migration of ScallaCRM to AWS, led by Cloudride, was marked by a series of significant achievements. Most crucial was maintaining 100% production uptime, a feat that was particularly challenging given the concurrent operation of live clients on ScallaCRM's system. This zero-downtime migration was executed while navigating the complexities arising from the absence of ScallaCRM's key decision-maker due to reserve duty, and the need to closely collaborate with an offshore development team in India, which was unfamiliar with AWS. Cloudride overcame these challenges through effective communication, including the use of WhatsApp groups for coordination, and a deep understanding of both technological and operational aspects. The team achieved an 85% reduction in compute sizing by conducting a thorough analysis and right-sizing of the previously overpriced and incorrectly sized setup, ensuring optimal resource utilization and cost efficiency. This entire migration process, which reshaped ScallaCRM's digital infrastructure, was accomplished in approximately a month and a half, showcasing Cloudride's efficiency and adaptability under pressure.

Benefits

The migration brought about a host of operational benefits for ScallaCRM. There was a direct 60% reduction in overall operational costs thanks to optimized right sizing and more efficient use of AWS services. Improved system performance and increased resilience were key outcomes, with AWS's infrastructure offering a stable and secure platform, essential for ScallaCRM's business operations and sensitive data protection. This transition also established the foundation for future scalability and growth. Plans for further modernization, such as transitioning to serverless architectures and managed services, were set in motion, ensuring ScallaCRM's infrastructure remains cutting-edge. Another significant benefit was the implementation of a financial management system by Cloudride, which allowed ScallaCRM to exercise greater control over cloud expenses. This system played a crucial role in aligning cloud services with ScallaCRM's budget and operational needs, further contributing to the overall financial efficiency of the solution. The successful migration and these resultant benefits significantly elevated ScallaCRM's operational capabilities, setting a new standard for excellence and paving the way for continued technological and business growth.

Uri Teva

Business Development Mgr., Cloudride

Cloudride was challenged by the project's complexity and had to adapt in real time to ensure a successful delivery. ScallaCRM received an AWS environment with zero downtime and elevated its technological knowledge.



Next steps

Following the successful migration of ScallaCRM to AWS by Cloudride, the focus now shifts to ensuring the long-term success and optimization of the cloud infrastructure. The next steps for ScallaCRM involve a comprehensive modernization effort. This includes transitioning their existing servers into containers, a move towards a fully serverless architecture, and the adoption of managed services. These strategic initiatives will enhance scalability, operational efficiency, and reduce manual overhead. Security remains a top priority, with continuous audits and monitoring to ensure data protection. Additionally, Cloudride will continue to provide ongoing technical expertise and support to ScallaCRM, maintaining a strong partnership for future success. The journey with Cloudride doesn't end with migration; it extends to scalability, security, and unwavering support, ensuring ScallaCRM's continued growth and resilience in the cloud environment.

Key highlights

➤ Seamless Migration

The Cloudride team executed a seamless migration to AWS, ensuring minimal interference and zero downtime during the transition. This accomplishment not only met ScallaCRM's immediate needs but also set a new benchmark for operational excellence within the company.

➤ Cost Savings

By right-sizing resources and implementing efficient cloud management practices, Cloudride delivered substantial cost savings of up to 40%. This optimization allowed ScallaCRM to maintain high performance while keeping cloud expenses under control.

➤ Future-Ready Architecture

Cloudride's solution included robust security measures and laid the foundation for scalability and modernization. Plans for serverless architectures and managed services ensure ScallaCRM's readiness for future growth, fostering long-term cloud success.

About Cloudride

Cloudride is an AWS Advanced Tier Services Partner with expertise in cloud migration, AWS Lambda, EC2 for Windows Server, and Education Services Competency. Specializing in security, cost efficiency, and best practices, they offer architecture design, professional services, platform reselling, migration, security solutions, cost optimization, and more. Trusted for smooth transitions to AWS, they address common cloud challenges, ensuring security and agility within budget constraints.



- Public Sector
- Solution Provider
- AWS Lambda Delivery

- Education Services Competency
- Amazon EC2 for Windows Server Delivery