



AARP is a nonprofit, nonpartisan social welfare organization with a membership of nearly 38 million that helps people turn their goals and dreams into real possibilities. It does so by strengthening communities and fighting for the issues that matter most to families, including healthcare, unemployment, income security and protection from financial abuse. AARP offers discounts and benefits in various healthcare and other lifestyle categories to its subscription members.

AARP Services Inc. (ASI) manages the relationships with companies that provide AARP member benefits. Influent50 is an AARP agency and an expert in the 50+ age market. The firm studies trends in that segment, including attitudinal patterns, behavioral tendencies, purchasing trends and more. It has strategic partnerships with other businesses, offering valuable and relevant insights that include research on the 50+ age segment with positive communication channels for a fee.

## CHALLENGE:

Migrating the existing Clickstream data to the AWS Cloud from the servers currently residing at on-premise and automate the processes necessary to update and maintain the data, ensuring it is current and accessible to ASI analysts and data scientists.

After migrating the server to the AWS Cloud, Idexcel provided managed services to support the AWS Infrastructure, which includes Monitoring, Performance Advisory, Configuration Management, Incident Response, Problem Resolution, Change Management Security Service and Production Support.

Management & Maintenance Challenges	Technical Challenges
Hardware reaching the end of its rope	The current solution doesn't offer high availability/ fault tolerance accessory services that are hardware dependent
Increasing hardware & software licensing costs	Performance issues with larger data size and data frequency
Unable to offer new features	The servers are unable to support its new demands and workloads
	Backing up and restoring data in a timely fashion
	Attaining operational excellence
	Defining high-level architecture best practices that are secure, scalable, resilient, and operational

