Alacriti | SHESPEAKS

SheSpeaks Increases Security and Decreases Spend

Alacriti Consulting was able to help SheSpeaks migrate to Amazon Web Services (AWS), reducing their spend by 75% yet increasing their agility

Hosting Was a Drag Financially and Hard to Secure

SheSpeaks was hosted in a Colo Space, with a three-tier architecture (Web, App, & DB). With the continued cost of maintenance, power, and space; SheSpeaks was unable to provide the type of secure environment their customers required. SheSpeaks provides a platform for their members to voice their opinions on many issues and products in the industry, as well as publish content that consumers/retailers require to make informed discussions. Without the implementation of proper insight, security, and infrastructure, SheSpeaks was challenged in executing their core business—getting the message out.

An Opportunity to Spend Less But Benefit From More Services

Alacriti was able to show SheSpeaks that migrating to AWS would not only allow them to reduce their overall spend by 75%, but it would open additional AWS cloud and security services and features that they did not currently have in their data center. Making the move to AWS allowed SheSpeaks to become more agile and innovative, eliminating a high capital expenditure model that was not efficient.

Launching Amazon GuardDuty

"Alacriti has been with us every step of the way on this migration, and we can say confidently that we have seen the results—scalability, flexibility, cost reduction, and security," says Aliza Freud, CEO of SheSpeaks. SheSpeaks and Alacriti launched their partnership over two years ago, and SheSpeaks with Alacriti's guidance has continued to add security.

Last year, Alacriti added Amazon GuardDuty to the SheSpeaks environment. Amazon GuardDuty is a threat detection service that continuously monitors for malicious activity and unauthorized behavior to protect AWS accounts and workloads. Amazon GuardDuty actively monitors the SheSpeaks Amazon Virtual Private Cloud (VPC) Flow Logs. Before Amazon GuardDuty, stand-alone Amazon VPC Flow Logs were only used for debugging network issues; now SheSpeaks has a powerful anomaly detection tool built directly into the platform.

A Successful Partnership

SheSpeaks has become flexible and agile by moving to AWS, giving them the ability to bolster their security posture. With CloudFront configured with AWS WAF (Web Application Firewall), and routing all their traffic using a Sophos Firewall, the addition of Amazon GuardDuty has given better visibility into the platform to see what is occurring in real-time; something SheSpeaks didn't have before in their AWS environment.

About SheSpeaks

SheSpeaks is an award-winning influencer marketing and media company. Through their proprietary influencer platform, they provide clients with on demand insights, influencer content, content amplification & distribution reaching hundreds of millions of shoppers. The foundation of success is an engaged community of over 250,000 influential women who have a network reach of 300 million.

Clients include companies like P&G, Coca-Cola, Prudential, General Mills and many others that trust SheSpeaks' full-service solution to build compelling user-generated content that reaches millions of people.

To learn more about how Alacriti Consulting can help you with your AWS Enterprise IT needs, please email awsconsulting@alacriti.com.