

enStratus Delivers a Flexible, Secure Cloud Solution for Magnet 360



Location:
Minneapolis, MN

Website:
www.magnet360.com

About:
Magnet 360 is a marketing agency network with 23 member agencies and 450 marketing and technology professionals. For their clients, Magnet 360 provides integrated marketing strategy and solutions that are fulfilled upon by resources across their network.

Key Highlights

Challenge

Deliver cost savings and flexibility of the cloud with security and reliability for loyalty and e-commerce applications

Solution:

Cloud infrastructure for Magnet 360 that scales to meet business requirements and includes the highest level of availability, security and flexibility

Benefits:

The ability to re-architect client solutions in a matter of hours vs. weeks, scale infrastructure on-demand vs. days, and deliver low-cost infrastructure to pilot and scale programs.

Background

Magnet 360 delivers applications and campaigns that are dynamic with a high level of response. However, the program duration and response rates are not always known and/or they will include a great degree of variability. For these reasons, many of Magnet 360's clients require flexible, low-cost, secure IT infrastructure for their campaigns.

Turning to the Cloud

Recently, two new clients turned to Magnet 360 for a complete solution—one required an intensive loyalty application while another needed a scalable e-commerce solution. The Magnet 360 solution included the development and hosting of these new programs.

Magnet 360 partners Scott Litman and Dan Mallin evaluated the Amazon Cloud as an option to deliver infrastructure at reduced costs and with the flexibility they required for their clients.

"Cloud computing was definitely an intriguing option for these client", commented Mallin. "The ability to scale up and down on demand helps to keep costs down and react quickly."

Scalable and Secure Solution

The new Magnet 360 clients required flexible, cost-effective infrastructure, yet needed tight security and high reliability for the personal, sensitive information of the end-clients. With these critical business solutions, Magnet 360 evaluated options to deliver these new solutions including leveraging the enStratus Cloud Management Solution.

"enStratus is the only solution that can meet our strict security and reliability requirements in the Amazon Cloud," stated Litman. "Their security architecture and clustering system provides the comfort that the cloud infrastructure is solid and will meet our future client requirements."

enStratus worked with Magnet 360 to deliver the cloud management solution and helped transition the client applications into the Amazon Cloud. With enStratus, Magnet 360 typically completes a pilot test to ensure performance, security and reliability is solid prior to moving into production.

About enStratus

enStratus™ is a cloud infrastructure management solution for deploying and managing enterprise-class applications in public, private and hybrid clouds. enStratus has a multi-cloud architecture that provides security, reliability and cloud independence.

We deliver governance for the cloud through a patent-pending security architecture and a powerful management console across all leading public and private clouds.

Based in Minneapolis, Minnesota, enStratus serves hundreds of organizations worldwide including Korea's largest telecom provider KT, Silanis, SAIC, and The Cloud Security Alliance.

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Cloud solutions for the Magnet 360 clients have included a variety of infrastructures including both Windows and Linux-based solutions. For one of the client solutions, the infrastructure was an advanced deployment including multiple firewalls, application servers, database servers, load balancers and ERP integration.

“ With enStratus, we can re-architect and respond to clients in a matter of hours, instead of weeks, saving us time and money.

- Scott Litman, Managing Partner, Magnet 360

Turning on a Dime

One of the major benefits with cloud computing is the ability to turn up and down the elastic IT infrastructure services as business demands them.

“With enStratus we can re-architect and respond to clients in a matter of hours instead of weeks, saving us time and money,” commented Litman. “One of our customers saw larger than expected demand and with enStratus the process to deploy new servers and other infrastructure helped us easily keep ahead of the demand.”

Onward and Upward

Magnet 360 sees a bright future with enStratus and cloud computing. enStratus continues to incorporate new capabilities and add new cloud computing clients.

“Cloud computing provides us with the ability to deliver on new client needs in a cost-effective, flexible way,” commented Mallin. “enStratus provides us and our clients with the peace of mind that the infrastructure is secure and reliable.”