

About Promosis

Since 1997, Promosis has been a recognized leader in the promotional marketing space, having administered thousands of sweepstakes, instant-win games, contests, rebates and rewards programs for clients across North America. They offer full administration, development, and fulfillment to help businesses meet their sales and marketing goals for any promotion, regardless of the scope.

The Challenge

Promosis was originally set up in Amazon Web Services' (AWS) EC2-Classic service, but as the site had grown there became a pressing need for increased capacity, speed of development and flexibility to accommodate big spikes in traffic. Peter Barnet, co-CEO of Promosis, summed it up this way, "Version 1 of our site architecture had served us well, but we needed to re-think our architecture for the next phase of our company's growth."

The Solution

Promosis worked with Privo to design a new Virtual Private Cloud (VPC) from the ground up. The VPC architecture allowed Privo to reduce the attack surface for their websites, greatly improving the security of the servers. Privo developed a fleet of auto-scaling instances and leveraged AWS's Relational Database Server (RDS) to provide a highly available and redundant database and placed this all behind a fleet of Elastic Load Balancers (ELBs) each structured for each of their clients. As a result, the sites they serve are more secure, and they dynamically respond to increases in traffic. "In our business, web traffic can increase by a factor of a hundred overnight. Instead of over-provisioning resources like we did in the past, our setup automatically spawns new servers to meet demand. When the demand recedes, the number of servers goes down as well. It delivers tremendous performance and it's very cost effective," added Peter. "Privo has been a tremendous partner throughout this process!"

About Privo

Privo is a small AWS consulting firm located just north of Boston. We *liberate* businesses from the ball and chain of traditional IT infrastructure, leveraging the transformational power of the AWS platforms to help them innovate faster. We also offer IT managed services for businesses in the greater Boston area who want the convenience of having one partner for all of their IT needs.

For more information about how Privo can help your company run on the AWS Cloud, see Privo's listing in the [AWS Partner Directory](#) or [visit our website](#).