

About Star Media Group

Star Media Digital operates dozens of popular fashion, news, dating, and social networking websites in Central and South America, including Starmedia.com and Rincondelvago.com.

The Challenge

Star Media Digital had acquired their various web properties over several years and as a result they were hosted at numerous different hosting providers, all of them on shared infrastructure that provided less than acceptable levels of performance and reliability. Managing all of these sites, each with their own process for managing site backups and code deployments, was causing major headaches for the business.

“We were spending way too much time managing our infrastructure,” said Abraham Aguillar, who oversees IT Star Media Digital, “It was really slowing us down and we weren’t able to respond to changes in demand.”

The Solution

Star Media Digital knew they wanted to consolidate their web properties on Amazon Web Services (AWS) because they had previous experience with the platform and were impressed with the performance, the cost effectiveness, the reliability, and the security it offered. “We knew we wanted to be on AWS, but we didn’t have the time or the expertise to pull off such a big project,” said Aguillar. Star Media turned to Privo to design a new Virtual Private Cloud (VPC) from scratch, built with services such as Elastic Load Balancer (ELB), Relational Database Server (RDS), CloudFront, and Simple Storage Service (S3). By consolidating their databases and offloading static website content to S3 and CloudFront, Star Media Digital dramatically improved the performance of the site while simultaneously reducing costs. The biggest benefit, however, came from automating their code deployment process using AWS’s CodeDeploy tool. “Our code deployment process used to take hours or even days to complete across all of our sites. Now we can push code in a matter of minutes. The entire process is automated now,” said Aguillar. “The Privo team handled the complexities of this project without

breaking a sweat. We are very grateful for their expertise and commitment to seeing this project through to the end!”

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](#).