



# CUSTOMER TESTIMONIAL

## CAR&BOAT MEDIA

### SUMMARY

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Car&Boat Media has leveraged a unified cloud connectivity solution and AWS Direct Connect Services to successfully migrate its web operations to Amazon Web Services (AWS). The InterCloud Platform enabled Car&Boat Media to address the availability, reliability and guarantee of service challenges associated with handling a high volume of business critical data on a daily basis. Car&Boat Media takes advantage of a unique provider for external connectivity services, which enables to fully embrace cloud resources and to provide the adapted IT services to internal customers in a reactive, flexible and reliable way.

#### CHALLENGE

The migration of its web operations to AWS create challenges for Car&Boat Media:

- Integrate internal IT services with AWS infrastructure resources
- Enable the deployment of a robust and reliable infrastructure that offers flexible access to AWS resources
- Serve 15M monthly unique web site visitors
- Handle 55M+ small adds on a yearly basis
- Update 4 public web sites daily
- Streamline the management complexity, from both the contractual and the operational standpoints, of having to deal with 4 different suppliers for connectivity services

#### KEY BENEFITS

Take advantage of enterprise-grade connectivity to build a robust hybrid IT environment:

- Leverage AWS Direct Connect Services
- Leverage a unique external connectivity provider with commitment for service delivery
- Maintain business and operations continuity
- Set up of a Disaster Recovery Plan by leveraging a reliable network infrastructure
- Save time to focus on its core business activities
- Flexibility to leverage on-demand cloud resources



## BACKGROUND

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Car&Boat Media is the French leader in media content and small ads for car, motorbike and boat, under its brands La Centrale, Promoneuve, Annonces du Bateau and Caradisiac. The company gathers 15 million monthly unique visitors and offers services through four brands, each one operating a dedicated website. In 2013, Car&Boat Media decided to migrate to the Cloud in order to outsource its web operations to Amazon Web Services. The company has selected InterCloud to implement the proper network infrastructure for its specific needs.



## CHALLENGES

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Car&Boat Media decided to migrate its web operations to AWS with the stretch goal to set up an IT infrastructure that ensures operations reliability. During the evaluation stage, the IT organization noted the importance of connectivity to achieve its objectives. With more than 15 million monthly unique visitors, Car&Boat Media needs to keep each of its web site constantly available and must ensure a Disaster Recovery Plan: the IT organization understood that the network is critical, as it can be considered as point of failure for the overall infrastructure and hence control over connectivity is key.

Moreover, with more than 55M small ads to handle on a yearly basis and with daily content update for the websites, Car&Boat Media understood that those critical production flows cannot properly work without high-availability and SLA based connectivity services.

Eventually, Car&Boat Media had contracts with four different suppliers, offering inconsistent external connectivity service levels, which led to increasing complexity from both the contractual and operational standpoints. For example, troubleshooting and resolving issues were complex time-consuming tasks given the number of contact points to engage with.



## THE INTERCLOUD SOLUTION

### ENTERPRISE-GRADE CLOUD CONNECTIVITY

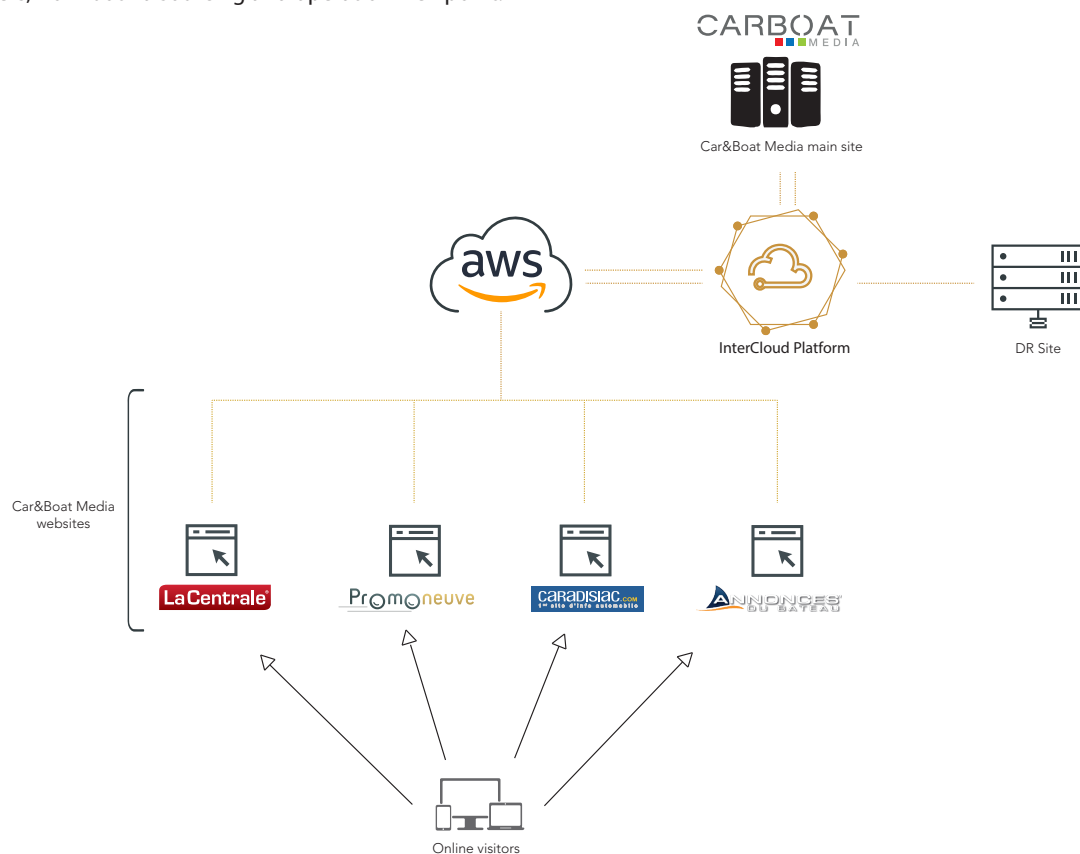
To address the availability and reliability challenges for its AWS-based hybrid infrastructure, Car&Boat Media has selected InterCloud to deploy an end-to-end dedicated connectivity with AWS Direct Connect Services between the company main site and its cloud provider. The InterCloud Platform provides reliable and guarantee of service, and enables IT organization to leverage AWS as an integrated, secure and transparent extension of the internal IT infrastructure.

### INTEGRATING AWS AS AN EXTENSION OF CORPORATE IT

Further to this successful migration, Car&Boat Media has chosen InterCloud as their unique provider for external connectivity services, which are now integrated into the company core IT infrastructure: The InterCloud Platform manages the routing and offers the possibility to select either the InterCloud Platform direct path or the public Internet depending on traffic criticality.

The InterCloud Platform offers resilience by-design, which enables Car&Boat Media to maintain operations and business continuity from its main site to AWS. Moreover, thanks to a dedicated connectivity and AWS Direct Connect Services providing high-availability and guarantee of service, the setup of a Disaster Recovery Plan was made easy, enabling the support of critical applications for Car&Boat Media business.

Finally, thanks to the InterCloud Platform, Car&Boat Media has been able to centralize and simplify the management of its connectivity to cloud providers, from both a sourcing and operation viewpoint.



“Our migration to AWS was a strategic project for the company, as it aimed at enabling us to leverage a **reliable and scalable cloud platform** for our IT. As our unique provider for network connectivity services, InterCloud made it possible to turn AWS into an **integrated, transparent and secure extension** of our internal IT system.”

François-Emmanuel PIACENTINI, CTO, Car&Boat Media

## WHY INTERCLOUD ?

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Pioneering partner of Amazon Web Services for its Direct Connect offer, InterCloud has been selected by Car&Boat Media to implement a reliable, available and robust infrastructure that enables on demand cloud resources with flexibility.

Car&Boat Media works with InterCloud as its unique provider for external connectivity services, which simplifies operation management and enables to focus on its core activities. The InterCloud solution made it possible for Car & Boat Media to access cloud resources as needed, and to increase flexibility to better serve internal customers.

In particular, the InterCloud Platform provides a highly-available infrastructure and offers guarantee of service, which enables Car&Boat IT organization to take control of its production flows while ensuring their reliability and confidentiality. With the requirements to serve millions of visitors and to handle high volume of business data, the availability of the IT infrastructure is critical for Car&Boat Media. The InterCloud Platform enables those challenges to be addressed thanks to the resilience of the network and to the commitment for service quality as well. Car&Boat Media could then deploy an infrastructure that guarantees operations and business continuity while simplifying the operational management of the IT system.



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