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GURU.COM
(ONLINE FREELANCE SERVICE AGENCY)

Amazon Web Services (AWS) Managed Support

Enabling Highly Available, Managed Cloud Infrastructure & Solutions Deployed on AWS through Managed Support

Guru.com at a glance

- Guru.com, a renowned online marketplace
- Founded in 1993
- Operates on SmartMatch technology
- Candidate profiling system based on industry and organizational psychology techniques

Guru.com is an online marketplace that enables buyers of professional services to search for, enter into and manage transactions with providers of professional services, who are usually freelancers. The company gives businesses the ability to find the help they need from a variety of talented freelancers worldwide. The company's proprietary Guru Recommended System leverages performance data to make the freelancer selection process easy and reliable – every time.

Guru.com provides extensive services in the areas of Writing & Translation, Web, Software & IT, Design, Art & Multimedia, Administrative Support, Management & Finance, Engineering & Architecture, Sales & Marketing and Legal. The company provides over 1,350,000 services.

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Amazon Web Services (AWS) Managed Support (continued)

Every freelancer has an extensive online portfolio to promote services offered, including a platform to highlight the freelancer's skills and experiences for attracting or retaining business as well as making it easy for businesses to review available freelancers and choosing the best talent. To maintain this platform along with its services data, Guru.com chose to move to the cloud. Since Guru.com's migration, it has not been able to fully utilize cloud services and advantages.

Backed by years of experience in successful cloud implementations with customers across numerous industries, 0-Downtime Cloud Solutions provides an extensive range of highly tailored cloud solutions and managed services. 0-Downtime was selected to help Guru.com address its managed services needs for the cloud.

The Customer's Business Challenges

With a dynamic, global business environment, Guru.com needed a cloud solutions partner to manage their cloud infrastructure and solutions deployed on AWS. While the company was using a cloud hosted system on AWS, Guru.com was not able to fully utilize its services because of the following challenges:

S3 Bucket Migration: Guru.com was unable to move its content from one bucket to another.

Limited Monitoring: AWS doesn't provide metrics for volume utilization monitoring, hence Guru.com was not able to monitor disk space.

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Amazon Web Services (AWS) Managed Support (continued)

Distributed Denial-of-Service (DDOS) Attacks: Guru.com was under frequent DDOS attack attempts, leading to recurrent application crashes and related business losses.

Regular Application Health Check-up: The Company faced repeated outages due to problems in sub-applications that are hosted on different tiers/layers.

No Secure Remote Script Execution: Guru.com was unable to execute remote scripts securely. The only option they had was to lower security to execute scripts remotely.

Solr on Windows: The Company was using Solr on Windows for Search Services. It was inefficient, consumed volumes of resources and crashed several times.

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0-Downtime Assurance

- Bucket to bucket relocation within S3

- Amazon CloudWatch to track metrics

- PowerShell scripting for IP protection

- Managed application health checks

The 0-Downtime Cloud Solutions

0-Downtime's highly responsive Cloud Evangelist Team, staffed with experienced and certified AWS engineers, gave Guru.com the agility and scalability to meet its business objectives without any technical glitches. The 0-Downtime Team fully utilized AWS cloud services—a secure, mature environment that enabled Guru.com to reduce its hosting costs. 0-Downtime solutions included:

Amazon Simple Storage Service (S3) Bucket Migration: Amazon S3 enables the stress-free storage and retrieval of any amount of data, at any time, from anywhere through a simple web-services interface. But, with a high volume of data in a bucket, it was difficult to relocate data from one bucket to another. The 0-Downtime Team enabled bucket to bucket relocation within S3 using a combination of in-house expertise and 3rd party solutions.

Disk Space Monitoring: The 0-Downtime Team created a custom script to trigger consistent disk space monitoring. The team also utilized Amazon CloudWatch to monitor AWS cloud resources and the applications running on AWS. The 0-Downtime Team made sure to pull together and track metrics, collect insights and respond instantly to keep Guru.com applications and businesses running smoothly.

Dynamic IP Restrictions (DIR) with PowerShell Scripting: The 0-Downtime Team suggested and implemented the DIR module to minimize the impact of the frequent DDOS attacks on Guru.com. This allowed the company's website to remain online and functional. The team went a step ahead and scripted in PowerShell to include modification and monitoring. This helped Guru.com find out what application areas attackers are trying to access and more.

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0-Downtime Assurance
(continued)

Application Health Check Monitoring: With regular application and sub-application monitoring, outages became quite rare. The 0- Downtime Team made sure to monitor different applications hosted on different tiers/layers to monitor the proper functioning of the whole environment and all the applications.

Secure Remote Execution: The 0-Downtime Team made sure that Guru.com could now execute its cloud applications remotely, without lowering the security by using PowerShell scripting.

Search Engine using Solr on Linux: Solr, being an Apache project, is an open source system like Linux. Solr is better optimized for the Linux environment, leading to better performance and efficient search results.

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Benefits & Outcomes

- 0-Downtime responsive support

- Dynamic IP Restrictions (DIR) with PowerShell Scripting

- Seamless managed support

- Optimized utilization of cloud resources

The 0-Downtime Team of cloud experts with several years of experience in cloud consulting helped Guru.com solve its requirements for managed services on AWS including its infrastructure and applications.

Business Benefits

The 0-Downtime Team, together with Amazon AWS cloud services, helped Guru.com achieve a stronger return on its cloud investment as it addressed the following:

Enabled Guru.com to provide more responsive support to their customers through its agile and scalable cloud system.

Helped the company expand its environment to accelerate sales through fully utilizing Amazon AWS and custom PowerShell scripting, wherever required.

The hosted management and AWS Support systems helped to reduce Guru.com's cloud utilization and operational costs.

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ABOUT
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0-Downtime Cloud Solutions provides extensive cloud technology expertise and a proven track record to help businesses address a wide range of cloud deployment and cloud maturity needs. We provide exceptional project management based on processes perfected over almost 20 years of delivering business technology services and successful customer outcomes.

0-Downtime provides consultative advice on the most effective approaches and ways to save on costs. We explain how we will ensure that each project is primed for success. We provide roadmap assessments and consultative guidance, discovery, design, building, deployment, and operational support. We understand that for an effective transition to the cloud, an integrated approach is necessary to realize the full business value of cloud computing. We will walk you through every step to achieve a successful outcome and provide unparalleled support where you need it; short-term and long-term. We provide highly specialized and cost-effective teams—-drawing from our expert IT resources of 1,000+ worldwide.

0-Downtime is a leading, Advanced AWS™ Consulting Partner, helping customers leverage AWS' Web Service's secure, highly preferred on-demand cloud infrastructure. Through the use of Amazon Web Services infrastructure and application services and effective cloud implementations, 0-Downtime Cloud Solutions help customers unleash tremendous flexibility and cost optimization along with performance, scalability and responsiveness improvements.

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