



Managed Services Vouchagram: ASG, Aurora Serverless & CDN Services

Introduction

GyFTR is the brand name for Vouchagram India Private Limited, a 100% subsidiary of a Singapore-based company working in Digital Payments, Instant Rewards, and Gift Vouchers space. GyFTR is the most significant enabler and aggregator of Digital Gift Vouchers / Gift Cards / Micro mini payments for 125 + brands like Levis, Flipkart, Marks and Spencer, Dominos, Etc. It has over 200+ clients spread across different verticals like BFSI, Loyalty, Retail, E-com like HDFC Bank, Amazon, SBI, Axis Bank, Payback, Paytm, Colgate, Asian Paints, Dell, Havells, Etc., to name a few. GyFTR is the market leader owning 60% of the market share per number with a footprint covering 90% of space. The company has grown over 150% yearly for the last 3 years.

Business Need

The customer had 2 AWS accounts which represent dev and prod environments. The customer highlighted availability issues during important events as they could not manage a load of customers hitting their application. Additionally, they were facing performance issues with MySQL Database.

» Industry

Managed Services

» AWS Services

Audit Manager, Config, Detective, Aurora Serverless, ELB, Guard Duty, Inspector, KMS, Lambda, Route 53, Security Hub, SNS, S3, WAF

Implementation

- » MySQL Database was migrated to Aurora Serverless for better performance and high throughputs.
- » Implementation of the Application load balancer, which helped in Traffic distribution across the server.
- » Auto Scaling Group was implemented for scaling during important recurring events.
- » Creating a critical Workload dashboard in CloudWatch helped them achieve their business metrics.
- » Implementing VAPT Remediation on complete Infra setup helped harden the AWS Infrastructure.
- » Maintaining regular backups using AWS Snapshot Lifecycle Manager to take Snapshots.
- » WAF has been implemented to restrict unauthorized access.
- » Guard duty has been implemented for malicious activity and delivers detailed security findings for visibility and remediation.
- » AWS Detective, AWS Config, and Security Hub have been implemented to mitigate risk.
- » CDN services were implemented to speed up content delivery across edge locations.

Reaping Rewards

- » Zero Downtime in Aurora Serverless.
- » 100% Availability during important client campaigns with ASG Implementation
All Critical & High Risks Issues from Security Hub
- » Inspector were mitigated to achieve compliance Audit.

