

Link Development Boosts Waffarha's Productivity to New Heights with AWS!



Waffarha, since its launch, has been running on on-premises servers in hosted data centers. However, the company faced significant challenges with the on-premises infrastructure over time. The servers lacked performance, reliability, and flexibility to scale, resulting in unsatisfactory performance" insights, operational issues, and high costs.

Waffarha migrate its infrastructure to AWS to overcome these challenges. This migration proved a remarkable turning point, accelerating the application's performance and enhancing its capabilities. By running a combination of Amazon EC2 instances with Amazon RDS, and ElastiCache, along with other AWS services, Waffarha could tackle all the challenges they were facing.



Customer Waffarha

Country Egypt

Industry E-Commerce

Solution Cloud Migration

Technology AWS

Waffarha Saving at its Best

Waffarha was founded with a keen understanding of Egyptians' nature as discerning consumers who demand the best quality at the best price. The team recognized the gap in the market for a platform that offers the highest quality products at a discounted price. And so, **Waffarha** was born - a platform that makes it easy for customers to find sales, discounts, offers, and all kinds of deals with just a click of a button.

Performance, Agility & Speed; The Trifecta!

In today's fast-paced world, the retail market needs a dynamic digital vessel to keep up with changing trends and consumer demands. Unfortunately, the performance of the Waffarha app could have been improved. Running on on-premises servers created limitations for the infrastructure, resulting in limited resources and an inefficient productive environment.

For any retail business, peak times are inevitable, and not having auto scaled solution is not an option. The lack of autoscaling made it difficult for Waffarha to handle peak loads, resulting in poor user experience and lost revenue opportunities.

In addition to the lack of autoscaling, maintaining an on-premises resources presented operational challenges, such as monitoring and maintenance, which consumed valuable resources and impacted productivity. Moreover, the excessive costs associated with maintaining the on-premises infrastructure significantly burdened the business's profitability.

To overcome these challenges, Waffarha migrated to a cloud-based infrastructure using AWS. With AWS, Waffarha was able to take advantage of autoscaling, enabling them to handle peak loads with ease while also reducing operational costs and increasing productivity. The cloud-based infrastructure provided the necessary flexibility and scalability to adapt to changing market demands, making Waffarha more competitive and agile in the retail market.

Network bandwidth was a significant issue for Waffarha, causing problems during peak times and highlighting issues with availability, disaster recovery, and database read replica fails. The poor monitoring system with limited metrics and no alerting system created management obstacles.

To address these challenges, Waffarha migrated to a cloud-based infrastructure on AWS, which provided more network bandwidth, better monitoring, and alerting capabilities, and centralized logging. This migration not only addressed the network bandwidth issues but also enabled the team to have a more robust disaster recovery plan in place, improved availability, and provided a better user experience.

“ AWS has been helping organizations migrate their Microsoft workloads to the cloud since 2006—longer than any other cloud provider.

We have earned the trust of millions of active customers that are now experiencing better performance and reliability, greater security, a lower total cost of ownership (TCO), and flexible licensing options for their Windows Server, SQL Server, and .NET workloads

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AWS, Cloud Perfection!

Waffarha was able to reduce the operational cost drastically with AWS pay only, where they only pay for the resources they use, eliminating completely the maintenance and operating cost of data servers on-premises. In addition to using reserved instances and autoscaling used services, which helped optimize the cost further.

Facilitating maintenance and operational efforts was a huge plus with **AWS** migration, using **RDS** instances, which can handle any needed patches within a predefined window without any manual intervention.

Operational Excellence on Cloud!

The great shift with **AWS cloud** can easily be shown in the advanced monitoring capabilities it offers. With **Amazon CloudWatch** and via the **AWS CloudWatch** dashboards. Such dashboards deliver great transparency, where it checks the resources metrics such as compute, memory, storage capacity utilization, I/O operations and instance connections, and many other metrics alongside an alert system to notify the team of any issues.

One thing that stood out was the cloud performance at peak times, which showed a significant improvement. Also, optimized read operation by using the RDS Read Replica instance simplifying the management and control over the instance type and size which subsequently aided in the read load during peak times cutting any chance of failure.

Migrating to AWS cloud didn't only improve speed, agility, and performance, but also enhanced flexibility, scalability, and availability. Moreover, it drastically reduced deployment times and the risk of any downtime. Enhanced flexibility and responsiveness created an ease in dynamically adding and removing capacity as needed, so no unused capacity goes to waste.



Benefits:

Better Automation and Seamless Workflow on AWS Cloud

- Reduced costs with AWS by paying only for resources used, with reserved instances and auto-scaling optimizing cost.
- Easy management of Amazon resources through AWS console, with automatic patch handling.
- Amazon CloudWatch integration for monitoring, metrics, and alarming system for issue alerts.
- Optimized read operations with RDS Read Replica instance for handling peak loads.
- AWS provides flexibility, scalability, high availability, improved performance, agility, speed, and reduced deployment times.
- Reduced risk of downtime by dynamically adding or removing capacity as needed.

AWS Services Used:

- Amazon EC2 Instances.
- AWS CodeCommit.
- Amazon CloudWatch.
- AWS System Manager.
- Parameter Store
- AWS Secrets Manager.
- Amazon Inspector.
- AWS KMS.
- Amazon Route53.
- AWS WAF.
- AWS DMS.
- AWS ACM.
- Amazon CloudFront.
- Amazon S3.
- Application Load Balancer.
- Amazon ElastiCache for Redis.



Link Development team of experts is dedicated to staying ahead of the curve, leveraging the latest technologies and best practices to develop solutions that meet the unique needs of our customers. We work with organizations of all sizes and across industries, delivering a wide range of services and products, including cloud transformation, application development, and digital marketing. At Link Development, technology has the power to transform the world for the better. That's why we are committed to crafting solutions that are not only innovative but also socially responsible. We believe in creating a better future for all and are proud to be a leading provider of technology solutions that make a difference.



About Link Development

Link Development is a leading global provider of integrated digital solutions, products, and services. Our mission is to craft innovative technology solutions that empower our customers and transform the productivity of their citizens, workers, consumers, and partners.

Focusing on delivering measurable results, we strive to help our customers achieve their goals and drive their growth.

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