

Rebus leverages AWS cloud services for consistent site performance and website traffic management.

Rebus

CLIENT BUSINESS DESCRIPTION

"Rebus® has become the UK's premier destination for finely crafted signet rings and personalised jewellery. Rebus team create bespoke hand-crafted signet rings and jewellery for customers who want to express their individuality and appreciation of craftsmanship, whilst conveying a sense of quintessential British style."

COMPANY BACKGROUND


A typical e-Commerce business relies heavily on virtual transactions. These activities prompt the enterprise to build attractive and heavily featured websites with a database, high-end applications (both web and mobile), high storage, and computing capacity for fast performance, 24/7 availability, and accessibility on every mobile device. Rebus wanted to build a website that could easily address all these requirements. Apart from this, scalability, website traffic, and site performance were some other challenges for the Manhattan-based online jewelry giant.


HOW WE HELPED

Rebus approached Dotsquares cloud experts to set up AWS cloud computing services. To increase the website performance and handle extreme traffic during festivals, we hosted the website on AWS cloud to answer all the problems related to scalability, backup, site performance, security, and cost-effectiveness. We chose the following AWS services for Rebus:

 **Amazon EC2**

 **Amazon S3**

 **Amazon SES**

 **Amazon S3 Glacier**

OUR SOLUTION

Dotsquares analyzed all the circumstances and suggested using AWS cloud computing services to help Rebus overcome problems related to server hosting, storage, backup, and security.



Amazon EC2

Allows users to rent virtual computers to run computer applications, like a virtual private server. Virtual private servers are very similar in functionality to dedicated physical servers. However, they are more cost efficient and can be booted in minutes rather than having to purchase, install, and deploy a physical server rack.



Amazon S3

Amazon simple storage service or Amazon S3 provides developers and IT teams with saving secure object storage. It's easy to use with its simple web service interface that can be used to store and retrieve any amount of data at any time from Amazon EC2 or anywhere on the web. With



Amazon SES

Amazon Simple Email Service (SES) is a cost-effective email service built on the reliable and scalable infrastructure that Amazon.com developed to serve its own customer base. With Amazon SES, you can send transactional email. AWS helps Rebus by providing this capacity at minimal cost.



Amazon S3 Glacier

Amazon S3 Glacier is a secure, durable, and extremely low-cost cloud storage service for data archiving and long-term backup. Customers can reliably store large or small amounts of data for as little as \$0.004 per gigabyte per month, significant savings compared to on-premises solutions.

RESULT

Following are a few advantages of deploying AWS services on Rebus' website:



Scalability

Rebus receives more traffic to their website during the Christmas season. To manage this, we used a load balancer. It is very easy to scale up and down in AWS. Amazon EC2 Auto Scaling helps ensure that you have the correct number of Amazon EC2 instances available to handle the load for your application.



Backup

We used Amazon S3 Glacier for backup. It is very secure as well as cost-effective. We used to backup the Database and complete file system from Server.



Site Performance

We are storing product images on cloud-based Amazon S3. Images load much faster from S3 compared to another system, which improves the overall performance of the website.



Cost effective

AWS follows a "pay as you go" model, and we only pay for resources we are using. This is more cost-effective than the previous hosting model.

CLIENT FEEDBACK



Really great company and Support Team. Dotsquares and his team are always available and ready to help. They fixed our server issues in no time and since then we haven't really had any issues. When we had a problem by the time I reached out for their help they were already been working on it and resolved it in minutes. I would highly recommend them.

Customer Name : Nora Barabas-kovacs

Company Name : Rebus Signet Rings

Website : <https://rebussignetrings.com>

AWS PARTNERSHIP



AWS Certified Team

We have a certified team of experts to manage your AWS. They know how to take ahead your AWS server to make it secure, powerful and hassle-free.



24/7 Available Support

You can contact our team at any hour. They will be ready to assist you 24/7/365 for your AWS related queries.



Optimization and Growth

To embrace the cutting-edge AWS services, we enhance your AWS server together with performance, expenditure and security.



Time-Saving

All the server related tasks like updates, patching or other daily operations required for AWS management will be done by our team.



Server Monitoring

To keep your AWS server up and running at topmost extent our team will continuously monitor the traffic spikes, possible infections and other issues.



Increased Productivity

Rather than being concerned about administering your AWS cloud platform, let your team perform on what they are best at- building products, making profits and assisting customers.



98%

Satisfaction Rate



250+

Successful projects



15+

Countries



19+

Years of Experience