

# CMS Website Migration

## Case Study



### About Beeby Clark + Meyler

Beeby Clark+Meyler is an award-winning Performance Marketing agency that implements innovative solutions that help clients achieve business success in digital paid, owned, and earned media. BCM successfully manages the media strategy, reporting, and optimization of numerous globally-recognized brands.

### The Challenge

As part of its content management services, BCM was responsible for managing the content and infrastructure of dozens of well-known brands in the automotive care and consumer battery industries. BCM needed to update its client's deprecated CMS systems, harden its security practices, create a CI/CD pipeline, handle web development requests, and migrate the assets from Rackspace.

### The Solution

DGDean developed a comprehensive plan to accomplish the migration of over 30 BCM client websites to AWS. DGDean updated legacy CMS platforms (Drupal, Sitecore, Wordpress, and Sitefinity), improved security with AWS best practices: proper VPC segmentation across environments, a CI/CD process, latest SSL standards with EC2 ALB, AWS Web Application Firewalls, and fault-tolerant RDS databases.

### The Benefits

#### CMS CI/CD Process:

Instance AMIs/snapshots allow easy production deployments. Load balancers swaps enable no downtime.

#### Cost Optimized Infrastructure:

Right-sizing instances based on utilization + AWS Savings Plans cut costs 30% compared to Rackspace.

#### Security at Every Level:

OpenVPN + MFA, end-to-end encryption, HTTPS via TLS 1.3, and AWS Web Application Firewalls.

### About About DGDean and Amazon Web Services

DGDean is an AWS partner that provides end-to-end technology and digital project management services to fast-growing start-ups. For most clients, we are their technology department.

By launching your website on the flexible AWS Cloud, you can deploy your website in minutes. With AWS, you can provision the resources you need to keep your website running smoothly.

### Next Steps

To learn more about how AWS and DGDean can help your business, visit [dgdean.com](http://dgdean.com).