



AMAZON WEB SERVICES

# How 3 businesses use the reliability of AWS cloud to compete



# Adopting the cloud speeds development and boosts business growth

Resilient IT infrastructure helps businesses of all sizes pursue company priorities without interruption. Businesses that have adopted the cloud with Amazon Web Services report 94% less unplanned downtime than companies using traditional network technology.<sup>1</sup>

AWS cloud provides reliable company access to critical data and applications through extensive investments in availability zones, redundant networks, and storage and compute capacity. And, AWS cloud can scale with your business and offer enhanced security compared with traditional IT resources.

Read below about three small and medium-sized businesses that are using the reliability of AWS cloud to gain a competitive edge.



## AWS Customer: XRHealth

### VR healthcare company scales globally with reliability and backup

Software-as-a-service (SaaS) healthcare company [XRHealth](#) allows patients who need rehabilitation or therapy to exercise at home. Patients can collaborate with their clinician in real time using virtual reality (VR) headsets, getting instant feedback on their movements or breathing. As XRHealth expanded into new regions, its IT infrastructure could not provide reliable availability. The company needed resilient technology to support its customers and growth plans.

Migrating to a cloud-based database management system with AWS allowed XRHealth to expand to new regions rapidly with confidence that its applications and data would be reliably available. The company established a compliant database infrastructure in the cloud in roughly 10 days.

AWS helped XRHealth gain an edge by:

- Providing reliable cloud-based servers that can be deployed in minutes and automatically backed up through [Amazon Relational Database Service](#) (Amazon RDS) for [MySQL](#).
- Enabling close-to-full uptime as the company scales via [Amazon RDS Read Replicas](#) to support heavy database workloads.
- Delivering the improved security the company needed, as it scaled quickly, including compliance with Health Insurance Portability and Accountability Act (HIPAA) in the U.S. and the E.U.'s General Data Protection Regulation (GDPR) through Amazon RDS.



## AWS Customer: Dream11

### Fantasy sports service customizes user experiences to stay ahead

[Dream11](#) is the largest fantasy sports company in India, with more than 100 million registered users. Customers flock to its site to create fantasy teams, join contests, and connect with other sports enthusiasts. Users also can make social connections via the service by syncing with other customers' mobile phone contacts to create groups and share content with like-minded people. As it grew, Dream11 needed to maintain uptime and reliability to deliver new features based on customers' behaviors and interests.

To keep users engaged with games without interruption — especially during popular cricket matches — Dream11 migrated its infrastructure to the cloud with AWS. Now, the company can roll out enhancements in two to three days and new products in one to six weeks. In addition to high stability and scalability, AWS provides nearly continuous monitoring and improved security incident mitigation tools, as well as access controls to safeguard data and applications.

AWS enabled Dream11 to increase its competitiveness by:

- Customizing the user experience based on data insights using [Amazon Redshift](#) to better understand users' preferences and patterns.
- Analyzing customer behavior and engagement with site features using [Amazon EMR](#) to improve the user experience with targeted features.
- Implementing machine learning (ML)-driven models using [Amazon SageMaker](#) to both detect potential fraud and create recommendations on contests for time-conscious app users.
- Providing protection against unauthorized users or access using [AWS Shield](#) and [AWS Web Application Firewall](#) (AWS WAF) to guard against external intrusion attempts.



## **AWS Customer: axialHealthcare**

### **Cloud-based call center supports remote work and data analysis**

By analyzing prescription and insurance claims data, [axialHealthcare](#) identifies individuals in need of intervention for opioid misuse. Its Clinical Consult Services (CCS) team includes specialists who work remotely with practitioners and patients to reduce clinically unwarranted opioid prescribing and find savings for its health plan clients.

To comply with HIPAA and state-level licensing requirements, axialHealthcare needed to establish individual call centers in each of the four states it serves. While CCS team members could have worked from home, the approach would have created challenges related to infrastructure procurement and management, HIPAA compliance, scalability, and integration with the company's customer relationship management (CRM) solution.

Migrating to the cloud with AWS enabled axialHealthcare to establish secure, compliant, virtual contact centers in lieu of on-premises infrastructure, which would have cost the organization three to four times more. The virtual call centers ease onboarding, since each new hire gains access to the same private and secure infrastructure that is quick to set up. Using the cloud-based call center also gives the company access to HIPAA-compliant storage for all call recordings and other data, as well as greater visibility into and control over its data. And, axialHealthcare uses cloud-based machine learning (ML) algorithms to analyze its prescriptions and claims data to identify opioid misuse and addiction patterns.

Using cloud-based tools with AWS helped axialHealthcare provide its important services competitively by:

- Analyzing data on prescriptions and claims using [AWS machine learning](#) (ML) tools to identify opioid misuse and addiction patterns.
- Providing affordable, easy-to-access, and compliant virtual workstations using [Amazon Connect](#).
- Using [Amazon Kinesis Data Streams](#) (Amazon KDS), [Amazon Simple Storage Service](#) (Amazon S3), [Amazon Transcribe](#), and [Amazon Comprehend](#) for the storing, monitoring, transcribing, and routing of calls and call data.



Reliable IT infrastructure helps companies sustain momentum by fueling productivity and reducing downtime. With fewer IT interruptions, companies using AWS cloud-based tools can focus on serving customers, driving revenue, and innovating to pull ahead of the competition.

## Ready to get started?

[Contact AWS](#) to learn how the cloud can help your company build or protect its competitive edge.

1 IDC, "Fostering Business and Organizational Transformation to Generate Business Value with Amazon Web Services," <https://pages.awscloud.com/rs/112-TZM-766/images/AWS-BV IDC 2018.pdf>