

SECURE CLOUD AUTOMATION DELIVERS BIG REWARDS AT RETAIL SaaS PROVIDER

MobileDEN eliminates downtime and moves to a DevSecOps environment where development, testing and deployment is securely automated.

MobileDEN's loyalty, payments and online ordering business is growing in a big way. The digital platform provider has seen demand for its mobile ordering and loyalty program increase rapidly during the past 18 months and now manages more than 1.1 million customer accounts and processes some 500,000 transactions per month.

Building on cloud demanded new levels of automation

John Halls, Development Manager at MobileDEN, says the company's applications have been on Amazon Web Services from day one; however, two main business challenges needed to be overcome.

"Payments and ordering demand changes rapidly which brings unique requirements," Halls says. "At 4am no one is ordering, but as soon as people come to work there is a spike in coffee orders for a few hours then it is quiet again."

Other MobileDEN clients such as Red Rooster experience spikes in the evenings, with large order volumes on Friday and Saturday nights.

MobileDEN engaged Australian Advanced AWS consulting partner CMD Solutions to automate its scaling demands and development process.

CMD Solutions co-founder and director, Adam Durbin, says MobileDEN had a significant challenge with sudden spikes in server load. Whether the dinner time rush or mass promotions being sent to hundreds of thousands of customers in a small window of time resulting in huge (almost denial-of-service scale) spikes in server load.

"With a microservice architecture MobileDEN can self-scale by having next to no servers at night when demand is low, and scale at known peak ordering times," Durbin says, adding AWS handles this at very low cost.



MobileDEN benefits from leading edge cloud computing, while controlling both risk and costs.

CMD Solutions is helping organisations break apart monolithic services in favour of function-based microservices, which can be consumed on demand in an agile way.

MobileDEN also had its own development processes to improve and optimise – from deploying an application update to building a DevOps practice without the cost.

CLOUD SCALING AT MOBILEDEN



More than 1 Million accounts under management



Must scale to meet sudden spikes in demand at peak transaction times



CMD Solutions built an automated development, test and deployment pipeline

"Our relationship with CMD has been instrumental in the success we have achieved"

Gavin Gorazdowski, General Manager, MobileDEN

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- **Parent company:** The Gruden Group
- **Industry:** Retail and fast food digital services, mobile commerce, payments, digital engagement and loyalty
- **Employees:** 60+
- **Headquarters:** Sydney

DevSecOps: A path to secure cloud adoption and automation

Security is often a concern for organisations moving sensitive information, such as payment transactions, to the cloud.

DevSecOps practices provide automated deployment and release patterns allowing companies to develop and consume cloud services securely. MobileDEN, with help from CMD Solutions, is at the forefront of DevSecOps adoption.

“Incredibly, with DevSecOps I can build a full environment securely in under 15 minutes and trial new features by putting a ‘canary’ release out into production for a few minutes and then retract it back,” Halls says.

Halls says CMD Solutions helped solve very complicated problems and pioneered a process for zero downtime during releases.

CMD Solutions co-founder and director Andre Morgan, says there are many options for securing cloud data, but the architecture and tooling all needs to be correctly designed and built.

“Cloud options are a more economical way of achieving a leading security posture than with on-premises,” Morgan says.

“What I really like about CMD Solutions is they don’t jump to conclusions about things. They are automation experts and try to understand the business problem they are trying to solve,” Halls says.

PCI DSS compliance without the cost or complexity

Payment Card Industry Data Security Standard compliance is used to improve the security of entities tasked with credit card processing on behalf of customers.

MobileDEN achieved a “serverless” PCI compliant environment by leveraging existing PCI complaint services provided by AWS. This architecture delivers PCI compliance without the cost overhead as AWS has already done a lot of the “heavy lifting” required.

“Lambda is an extremely low-cost service. Being able to run a high load of payment transactions per month for the cost of a couple of movie tickets is pretty phenomenal,” Durbin says.

Delivering on the business promise

While cloud is attractive for cost reasons, Halls says organisations often experience problems as self-service without automation can easily get out of control.

“Companies move to cloud in search of opex spend in favour of capex, and the next thing they know they are spending more on opex. CMD Solutions’ automation and service optimisation avoids this problem,” Halls says.

“The DevOps space is incredibly sought after, and it is difficult to hire end-to-end experts. CMD Solutions has built up an incredible skill set,” he says.

“A business like us would not exist if it wasn’t for cloud, but you need to properly capitalise on it and get the skills you need which are very different to those for on-premises infrastructure.”

Durbin says not many Australian companies are anywhere near where MobileDEN is with its IT platform.

“Our innovative service helps companies differentiate by adopting the value-added services of cloud,” he says. “Previously, technologies like serverless computing involved a high cost of adoption, but now they are readily accessible.”



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