



## AWS Customer Case Study: What's Up Interactive

### Overview/Summary

The digital marketing agency [What's Up Interactive](#) provides managed hosting for high-availability websites. The agency wanted to expand this service to include affordable backup and [disaster recovery](#) (DR). Rather than spending over \$1 million building and maintaining a secondary site, the agency leveraged Amazon Web Services ([AWS](#)) to extend its existing infrastructure. What's Up Interactive is offering budget-conscious backup and DR anchored by Amazon Simple Storage Service ([Amazon S3](#)), which is designed to provide 99.99999999% durability and 99.99% availability of objects over a given year. They are also taking advantage of the EU Region to achieve multi-continent geographic distribution.

### About the Company

What's Up Interactive, located in Atlanta, Georgia, is a digital marketing agency offering social media outreach, creative marketing, and managed website hosting. The agency has twenty-five employees and 100 customers, including AT&T, Georgia Aquarium, Georgia Lottery, and Fox Television Stations.

### The Business Challenges

What's Up Interactive's managed website hosting service focuses on organizations with high availability requirements. These heavily trafficked sites need to have contingency plans in place to prevent user disruption in the event of an outage. What's Up Interactive wanted to offer its clients a new turnkey backup and disaster recovery (DR) solution to protect against such downtime—and wanted to make the solution affordable for clients and for itself.

What's Up Interactive briefly considered maintaining a separate data center to house the backup and DR. However, Keith Meade, Chief Operating Officer, says, "Setting up a secondary site with all the systems needed to deliver hot site disaster recovery for all customers was so expensive; it was unthinkable." So, the agency set about looking for an economical option that could also provide the necessary durability.



## Why Amazon Web Services

Because What's Up Interactive had previous experience using Amazon Web Services (AWS) for backup and recovery, it realized that it could easily implement the new website backup and full DR solution using an AWS-based infrastructure. The agency made its final decision when it learned that Amazon S3 is designed to provide 99.999999999%, or 11 9's, durability.

For added redundancy, What's Up Interactive stores data in the AWS EU Region to mitigate a worst case scenario in which multiple US regions suffer outages. This provides assurance for the agency and the high-availability website owners. "For the clients that we work with, it's not something that they could easily do. With the expertise and a modest investment, they get something that's always available," explains Meade.

## The Business Benefits

What's Up Interactive estimates that building out a secondary backup and DR data center, if with a colocation lease, would have cost the agency over \$1 million over several years, including tens of thousands in monthly operating and administration expenses. So, instead of saddling its clients with steep backup and DR fees to ensure website continuity, What's Up is providing these necessary services at a fraction of the cost by utilizing AWS to lower its own expenses.

Keith Mead notes, "We wanted to find ways to drive increasing ROI by eliminating the amount of investment required." Now, with AWS, "All of our clients can get DR solutions that are as reliable as those of the largest enterprises—affordably."