



## OVERVIEW

**Soft Surroundings**  
*my time. my place. my self.*

Six Nines helped Soft Surroundings, a lifestyle brand and retailer of women's apparel, home, and beauty products, modernize their compute environment by migrating the company's e-commerce websites and applications to Amazon Web Services (AWS)

## CHALLENGES

When Soft Surroundings' parent company, Brentwood Associates, acquired a new company, the Soft Surroundings technical team was tasked with absorbing and expanding the new web properties and core corporate applications. Since the web properties were hosted and supported by the previous parent company, Soft Surroundings needed to quickly Architect, Build, and Migrate multiple applications to a new provider. As a key component of this new environment, Soft Surroundings wanted to implement a Development, Staging, and Production environment with a modern DevOps code deployment process. The new company's primary go-to-market strategy is direct-to-consumer, so they needed to focus on security, scalability, and availability while also being conscious of their resource costs. Additionally, they wanted to use this new launch as the basis for re-launching their existing Soft Surroundings websites.

*"Six Nines was able to provide spot-on guidance throughout our Cloud conversion by understanding our objectives and helping us implement industry standard best practices to accomplish our goals." — Doug N. Goldenberg, Senior Systems Engineer, Soft Surroundings*

## SOLUTION

Soft Surroundings selected AWS as their cloud platform provider and Six Nines, an AWS Partner Network (APN) Premier Consulting Partner, to architect and migrate the web properties. As part of their Cloud Adoption Framework for migrating mission-critical environments, Six Nines consulted with the Soft Surroundings technical team to work through all of the business and technical requirements and build a migration plan. Once Soft Surroundings approved the final architecture, Six Nines began building a repeatable deployment process by utilizing AWS CloudFormation scripts. By working with Six Nines and AWS, Soft Surroundings now has a highly scalable, resilient, secure, and budget-friendly infrastructure. Utilizing operations tools like CloudHealth and DevOps principles, including AWS CloudFormation, AWS CodeDeploy, and AWS CodePipeline, Soft Surroundings is able to achieve high fidelity and control of their AWS environment.

## SERVICES UTILIZED ACROSS THE ENVIRONMENTS

- Management, Infrastructure, and Security: Amazon EC2, Amazon EC2 Auto Scaling, Amazon EC2 Security Groups, AWS WAF, AWS Identity & Access Management, Six Nines Cloud CIO™ with CloudHealth
- Networking: Amazon VPC, Amazon CloudFront, AWS Elastic Load Balancing, AWS Application Load Balancer, Amazon CloudFront, AWS Direct Connect
- Storage and Databases: Amazon Aurora, Amazon S3, Amazon ElastiCache, Amazon RedShift, AWS Glue
- DevOps: AWS CloudFormation, AWS CodeCommit, AWS CodeDeploy, AWS CodePipeline

## RESULTS

Soft Surroundings achieved their goal of lowering their operational costs while maintaining scalability and availability by effectively deploying a highly elastic and right-sized web architecture as well as other core infrastructure. By utilizing a repeatable deployment process and Amazon's suite of developer tools, Soft Surroundings now has a secure, scalable and repeatable DevOps process. After the successful launch of the acquired company's infrastructure, Soft Surroundings was able to reuse the CloudFormation Templates and CodeDeploy/CodePipeline process. Then, using those tools, they were able to launch the Soft Surroundings main website as well as their outlet website, a highly scalable WordPress blog, internal web administration, and internal web order entry. Additionally, Six Nines' Cloud CIO™ solution provides ongoing cost optimization and resource monitoring services by utilizing the CloudHealth Technologies SaaS product, CloudHealth, in addition to security assessments and quarterly financial reports.

## WHY SIX NINES?



Premier  
Consulting  
Partner

DevOps Competency

Microsoft Workloads  
Competency

Solution Provider

Six Nines IT is an APN Premier Consulting Partner and AWS Solution Provider specializing in helping businesses migrate to the cloud responsibly. A member of the APN since its inception, Six Nines has successfully migrated hundreds of customers across all industries to the cloud and offers an unparalleled combination of speed, agility, experience, and proprietary solutions to deliver accelerated solutions and a rapid time-to-value. The Oakland-based company combines old-school, on-premises IT roots together with deep expertise and a laser focus on all things AWS – including a core concentration on High Performance Computing and Microsoft Workloads (AWS Microsoft Workload Competency and AWS DevOps Competency) – to deliver bespoke solutions that are individually tailored to meet customers' unique needs throughout the cloud lifecycle.

