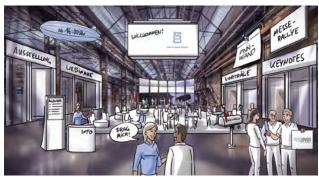CUSTOMER: STR8 GMBH & CO. KG

tecRacer builds IT infrastructure in the cloud for STR8

STR8, an agency for planned events (www.str8.de) offers event and live marketing solutions under the motto „Listen, create & inspire". With creative strategies, the agency simultaneously generates a high entertainment factor with long-term memory value. In joint brainstorming sessions with the ideas of STR8 and the client's wishes, the agency team develops the best concept but also shows alternative ways. STR8 focuses on planning and organising events and live communication - with a feel for technologies and future topics. This correct intuition made them move their IT infrastructure to the cloud in September 2019.

Good intuition for new horizons: into the cloud in time for Corona

Almost half a year before the first Corona restrictions, STR8 began moving its IT infrastructure to the cloud with the support of tecRacer. The agency also clearly formulated the requirements for design and set-up: virtual events must be possible in the AWS Cloud, always in compliance with the compliance guidelines. The high availability of IT is also essential in order to be able to scale all virtual events. Since STR8's own apps are to be offered in the Apple app store, tecRacer must fulfil all requirements, such as provisioning an IPv6 load balancer.

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Fortunately, we already have our event software in AWS: ray.seven

STR8 also systematically conquered networked reality early on with its event software. ray.seven (www.rayseven.de) is hosted in Amazon Web Services (AWS). What began as an exhibition stand management tool and participant management solution has been further developed into a comprehensive solution for virtual events - the whole thing „made in Germany" by event people for event people. The agency can provide this all-around service even now under pandemic conditions and offer clients an overview and control of participants, leads, exhibition stands, workshops and staff. The size of the project does not matter.

Corona hits the event industry with full force

Events and the industries involved in them are particularly affected, sometimes existentially, by hygiene regulations and sudden bans. However, by moving to the cloud in good time, the business model of virtual events continues to function. tecRacer supports the operation of the infrastructure and is the central service provider for all Managed Services Provider (MSP) services: Backup, Patching, Monitoring and IT Service Desk.

Contact person at the customer:

Stephanie Beckers, Managing Director, Hanover:

STR8 Managing Director Stephanie Beckers is happy about her forward-looking actions: „The fact is: I made three crosses that we decided to move to the cloud at the end of 2019. With our old server structure, we would not have been able to transform our business so quickly. That's the only reason why we can now implement such fast virtual events. For this, we need scalability. Especially with virtual events with live streams, a lot of website visitors are recorded at the same time. We can do all that with the current solution."

CUSTOMER: STR8 GMBH & CO. KG

Project goals
- Migration of the server infrastructure to the cloud
- Consultation and support in the design and construction of the infrastructure
  - Mapping in the AWS Cloud according to customer requirements
    - compliance
    - High availability
- Implementation and scalability of virtual events
- Provisioning of an IPv6 load balancer; a prerequisite for integrating an IOS app into the Apple App Store
- Compliance with all regulatory requirements of the client

Project duration
September 2019 until January 2020

Project performance tecRacer
- Build highly available infrastructure according to customer requirements in alignment with AWS best practices via Cloudformation
- (Infrastructure as Code)
- Configuration management/ automation via Chef
- Use of AWS services
- The infrastructure set-up was subsequently checked via AWS Well-Architected
- Automatically scale web servers depending on incoming requests. (AWS EC2 Autoscaling)
- Support for operating the infrastructure
- Central Managed Services Provider (MSP) services: Backup, patching, monitoring, IT service desk.

About tecRacer
tecRacer is based in Hanover and has offices in Duisburg; Frankfurt am Main, Hamburg, Munich, Vienna, Lisbon and Lucerne. It consists of the division's Cloud Consulting - Amazon Web Services, Agile App Development - Web & Mobile and Managed Services.

tecRacer is an Amazon Web Services Authorised Training, Premier Consulting and audited Managed Services Partner and offers official training, consulting, projects and managed hosting around Amazon Web Services.

tecRacer was founded in 1999 as the business unit „iRacer" of Herrlich & Ramuschkat GmbH. In 2006, tecRacer GmbH & Co. KG was founded as a separate company. Today, the owner-managed company employs more than 120 permanent staff and has more than 450 customers and 1,500 projects worldwide since 1999.

You can find more information at www.tecracer.com
or contact us at aws-sales@tecracer.com.

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