

Success Story: elements



Since 2002, the Salzburg-based company elements, with 150 employees, has been delivering inspiring digital experiences as a full-service internet agency. National and international clients from a wide range of industries trust this Austrian company for UX design, e-commerce application development on Pimcore, as well as performance and content marketing.

Project Challenge

In their search for ways to expand the Pimcore digitalization and business platform, the developers at Salzburg digital agency elements also turned their attention to Amazon Web Services (AWS) — the world's largest cloud provider, offering over 200 different services.

Getting started with AWS initially seemed straightforward: creating an account is quick and easy. However, once you want to go deeper, experience and know-how in AWS system architecture and development are often lacking.

Solution

elements decided to take part in an AWS General Immersion Day at tecRacer Austria GmbH (formerly KaWa commerce) — a logical step that quickly proved its worth. The offering: a full-day educational workshop in which the elements developers dedicated themselves entirely to AWS. Alongside valuable input, extensive hands-on exercises, and Q&A sessions, the workshop was complemented by an in-depth "Deep Dive" session.

Topics covered included:

- Introduction to the AWS Cloud and its global reach
- Introduction and detailed explanation of Amazon Elastic Compute Cloud (EC2) as one of the primary AWS services
- Explanation of Amazon Virtual Private Cloud (VPC) as a component of AWS
- Presentation of AWS as a storage solution for cloud-based backup and archiving of data

The workshop concluded with a lively discussion about potential future scenarios for the Pimcore digital solution and AWS.

For instance, website data could in the future be migrated to the AWS Cloud instead of local data centers, enabling multiple websites to be hosted in the Amazon Elastic Container Service environment. This would reduce administrative overhead and bring benefits in terms of reliability, scalability, and security.

Customer Contact:

Florian Putz, Development Tribe Lead at elements

"For our team, the workshop was the ideal introduction to Amazon Web Services. An excellent mix of theory and hands-on labs, a deep-dive session, and lively group discussion allowed our experts to dive deep into the subject matter. Armed with our knowledge of the synergies between AWS and Pimcore, we are now well-positioned to offer more in-depth workshops in the future."

Services Delivered by tecRacer:

- AWS General Immersion Day

Technologies Used:

- Amazon Virtual Private Cloud (VPC)
- Amazon EC2

About tecRacer

tecRacer is on its way to becoming Europe's leading AWS Thought Leader. Working closely with AWS, tecRacer helps organizations leverage cloud innovation, generative AI, and digital sovereignty as competitive advantages — without compromising on security or regulatory responsibility.

Founded in 2006, the company employs around 120 people across Germany, Austria, and Switzerland. As an AWS Premier Tier Services Partner and Advanced Tier Training Partner, tecRacer guides organizations from their first cloud idea through to 24/7 operation of their cloud environments.

Learn more about our team, our values, and what drives us at www.tecracer.com or get in touch at sales@tecracer.com.

