

## CirrusHQ audit and optimise SoundSurf music streaming platform with AWS Well-Architected Framework



### About SoundSurf

For digital creators wanting to accelerate their financial growth, SoundSurf is a platform to host content and consolidate all revenue streams. Creators pair video, audio live stream content with digital sales, subscriptions, merchandise, and financial tips; resulting in a better fan experience and higher conversions rates.

#### The Challenge

Whilst SoundSurf's applications are user-friendly and robust, they wanted to make sure their infrastructure was optimised and secure by benchmarking their workloads against AWS best practices, to ensure they ran an efficient and cost effective platform optimised to support their business objectives.

#### The Solution

CirrusHQ utilised the AWS Well-Architected Framework to benchmark their workloads against AWS best practice. As part of the engagement, CirrusHQ identified and remediated a number of the highest priority risks in the SoundSurf AWS workloads, resulting in greater performance and reduced latency of content distribution as well as increased access security and data storage protection.

The remediation included implementation of AWS Organisations to create a secure Multi-Account, AWS Single sign on utilisation to provide centralised login and Encryption being enforced at rest for all data store layers. It also included bespoke identity usage auditing to notify when core resources had been altered, improved content distribution services to cache static content at the edge and reduce latency and utilised specific service monitoring to avoid metrics on performance being at risk.

#### The Benefits

##### Security confidence

**More performant, robust and future proofed security.**

##### Improved content distribution

**CloudFront enabled greater performance and reduced latency.**

##### Maximised cost and resources

**Budget, KPI and resource alerts to optimise performance and spend.**

#### About APN Partner CirrusHQ and Amazon Web Services

SoundSurf were introduced to CirrusHQ by AWS as an Advanced Consulting Partner with the correct certifications & accreditations to assist them via the Well-Architected Framework. This framework was used to deliver an evaluation of their architectures key concepts and design principles and to implement architectural best practices for running workloads in the AWS Cloud. A Review is designed to help organisations find opportunities for significant cost savings, improved application performance, and reduced security risks.

#### Next Steps

To learn more about how AWS and APN Partner CirrusHQ can help your organisation, visit [www.cirrushq.com](http://www.cirrushq.com).

**“ Great people and efficient work flow. Big thanks to David who guided us through the process with great professionalism while keeping things simple enough for us to understand. ”**

**Kerr Wilson  
Founder  
SoundSurf**