

UNLOCK YOUR AWS POTENTIAL

Our best practice approach for your
cloud journey



cloud bridge

whitepaper

Introduction

By moving your business to the cloud using Amazon Web Services (AWS), you can improve efficiencies, modernise processes, and optimise costs.

In this whitepaper, we break down the benefits of performing an **AWS Well-Architected Review** with a full **cost and security review** in **maximising your cloud experience**.

What you'll find inside this paper

This paper is broken down into three parts.

Firstly, we show you how an AWS Well-Architected Review can help you **enhance your infrastructure, reduce risk, and operate at maximum efficiency**.

Then, we will show you the ways we can help you **optimise your costs with ease**, making your cloud journey as efficient as possible.

Lastly, we show you how you can **stay secure in the cloud** and **protect your business from evolving cyber threats**.

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The power of an AWS Well-Architected Review

Unlock the potential of your cloud infrastructure

Cloud Bridge AWS Well-Architected Review is a consultative health check service designed to enhance your AWS cloud infrastructure. It eliminates risks and ensures your infrastructure is operating at maximum efficiency.

How does it work?



Step 1

Our cloud architects evaluate your AWS cloud infrastructure using the AWS Well-Architected Tool.



Step 2

We compile a report highlighting well architected areas where there's room for improvement and high-risk issues needing immediate action.



Step 3

AWS fund us to fix any high-risk issues found up to the value of \$5000.

They will compensate you with \$5000 credits to your account once we complete the remedial work.

The 6 Pillars of the AWS Well-Architected Framework

Our Certified Architects will evaluate your infrastructure using these 6 Pillars:



What are the benefits of a Well-Architected Review?



AWS Best Practice

Cloud Bridge is a certified AWS Well-Architected Partner. This means our review process is based on the Well-Architected Framework. You can trust our cloud architects to use only best practice methods.

This will save you from the costly errors that might occur when using an uncertified partner or carrying out the work yourself.



Helps Your Business

Modern businesses simply cannot afford any issues with the cloud. Strong infrastructure keeps business productivity stable, costs controlled, and risk low. Cloud Bridge AWS Well-Architected Review is the best way to achieve this. Our architects will look for any problems related to security, reliability, performance, and cost.

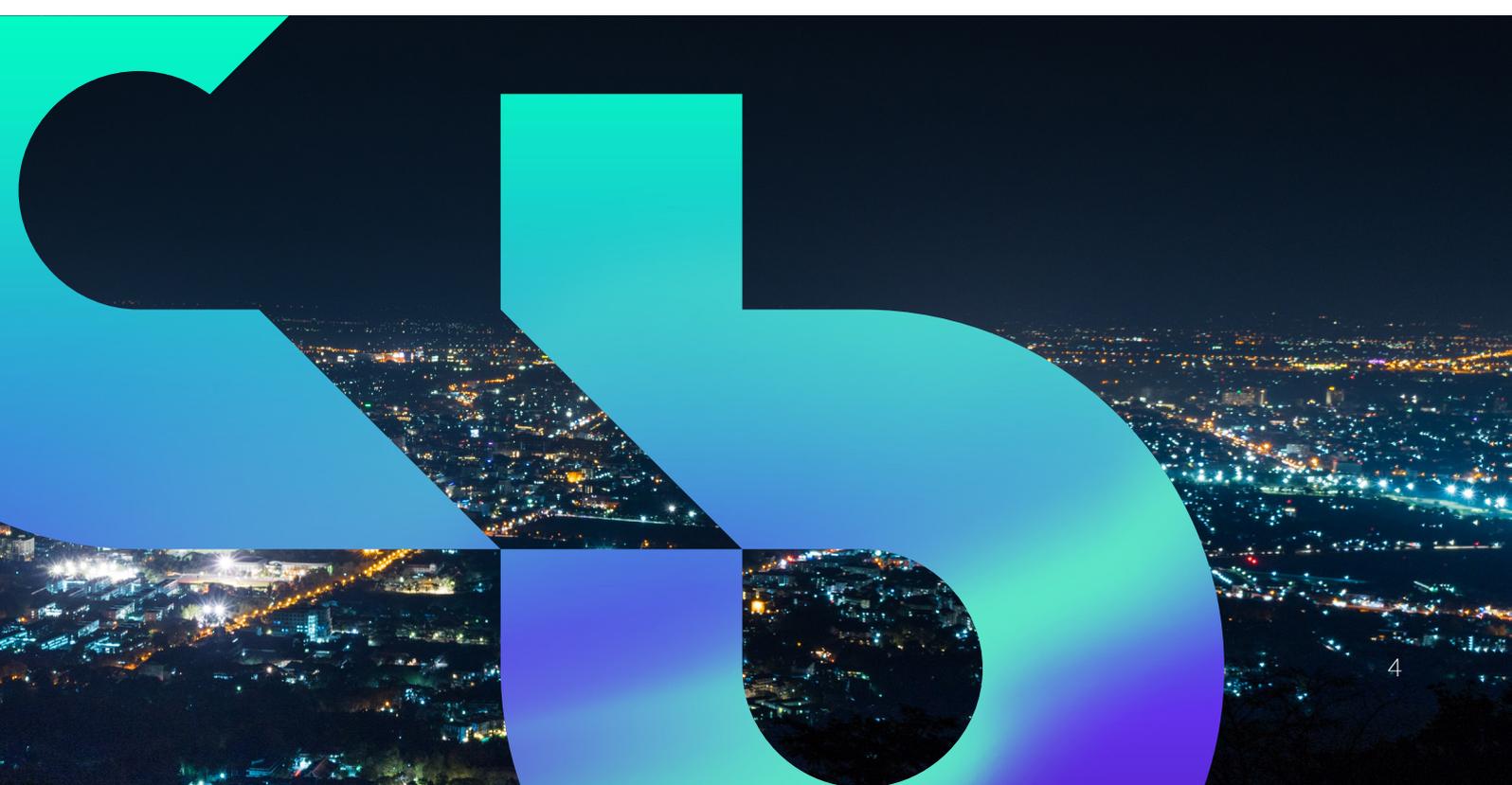
Because they are certified, they know exactly what problems to look for and how to fix them.



Saves You Time, Money and Stress

If our architects find high risk issues with your workload in scope of the review, AWS will fund our Certified Architects to complete the remedial work undertaken up to the value of \$5000.

Choosing an uncertified partner to carry out similar work will mean paying for the remedial work, and there's no guarantee that they'll use an AWS best practice approach.



Cost optimisation made easy

Get comfortable in the cloud

Running the most efficient cloud service possible takes up time and resources. Cost optimisation with us is plain sailing.

You can be reassured your relationship to AWS stays exactly the same. We just take care of the billing, optimising, and key security governance services for you.

Cost optimisation that's as easy as 1, 2, 3...

Cost optimisation with us is:

- 1 Automated
- 2 Proactive
- 3 Managed for you

As AWS Advanced Consulting Partners, we:

- ✓ Access AWS funding programmes – with immediate ROI – to enable projects to move faster.
- ✓ Optimise your costs, both short- and long-term.
- ✓ Customise reporting dashboards to give you insights with proven value.
- ✓ Secure your cloud estate with best practice governance checks.
- ✓ Make your cloud consumption efficient with live and ongoing updates and review of AWS products and services.

Crucially, we'll never cost you more than you save. We've identified more than £10million of potential savings for our clients over the last 12 months.



**AWS
Advanced
Consulting
Partner.**



**ISO 27001
certification.**



**150+ customer
clouds managed
and optimised.**



**Over 5 years
of industry
experience.**



**More than
£32million of
AWS spend
analysed.**

Unlock the benefits of cost optimisation



Continuously optimised spend on resized/down-sized, and/or right-sized capacity.



Up to 72% savings on RIs*.



All costs covered. You'll never spend more than you save.



Improved security levels with protective layers of governance and proactive checks.



Proactively managed Savings Plans to give you accurate visibility and control.



Only pay for what you use. Waste and CO2 emissions reduced with assets no longer sitting idle.

*On equivalent on-demand capacity

Three tiers of service to make the cloud work for you

1 CostOp Essentials

- We track, analyse, and manage your entire AWS spend, identifying operational efficiencies and savings as we go.
- We'll configure proactive policies to keep you on track.
- We provide dashboard reports to enable CEO/CFO/ PM's and tech teams to track their spend.

2 CostOp Security

- As part of our ongoing service we ensure we continually check your AWS account security posture.
- We compare against Centre of Internet Security best practices to ensure compliance.
- We will provide proactive reports highlighting critical non-compliance concerns and how to rectify them.

3 CostOp Pro

- Our proactive and ongoing lifecycle RI/Savings Plans management option, CostOp Pro is available as a bolt on to either CostOp Essentials or CostOp Security.
- With no change to your cloud environment, CostOp Pro continuously compares your actual purchases and usage with detailed industry marketplace data.
- We use complex algorithm tooling to create a holistic view across all your linked AWS accounts and work out the best Reserved Instances and Savings Plans for your business.
- With ongoing flexibility and zero risk, CostOp Pro buys, sells, and manages your AWS RIs and Savings Plans to ensure your costs are kept low. We also monitor and adapt as you scale to ensure you keep making savings over time.

Our AWS Cost Optimisation Services in summary

	CostOp Snapshot	CostOp Essentials	CostOp Security
Snapshot optimisation and security report	✓	✓	✓
Itemised monthly AWS bill		✓	✓
Proactive AWS spending alerts		✓	✓
Training on + access to reporting/analysis console		✓	✓
Customisable asset, cost, usage, and security reports (CFO, CIO, CEO, Project Lead reports)		✓	✓
Optimisation recommendations & reporting			✓
Security recommendations			✓
Optimisation/Security recommendations analysis reporting			✓
Analysis of managed RI savings and Savings Plans	CostOp Pro Add on ✓	✓	✓
Proactively Managed Reserved Instances and Savings Plans	CostOp Pro Add on ✓	✓	✓

Maintaining security in the cloud

Every successful cloud project is underpinned by security

In today's digital age, few things are as important to businesses as the protection of their sensitive data.

Amazon Web Services (AWS) provides the elasticity and agility your business needs to meet consumers demand at scale. But shared cloud tenancy comes with certain responsibilities – including staying up to date on the latest privacy and protection protocols that can keep your business-critical applications safe from cyberattacks.

Since no level of investment prevents or blocks 100% of cyberattacks, you need to continuously identify and address breaches or gaps before they cause real damage. With limited cloud security expertise and resources, this level of security can seem out of reach, but it isn't with Cloud Bridge.

What we do

- 1 We work closely with AWS and Alert Logic, an AWS Advanced Technology Partner, to secure our customers with 24/7 managed detection and response (MDR) services.
- 2 Managed by AWS security experts, these services help you reduce the likelihood of a breach and reduce the impact of a successful cyberattack.
- 3 Furthermore, we enable you to adhere to the responsibilities set out within the AWS Shared Responsibility Model.
- 4 Whether you are migrating, modernising, or optimising your AWS environment, Cloud Bridge and Alert Logic provide peace of mind as your AWS workloads are protected by experts, 24/7.

How you'll benefit

You will gain unparalleled visibility across your AWS environment, reducing potential exposures and security gaps.

You will receive enterprise-level services at an affordable cost due to the economies of our security operation and your AWS services.

Your AWS security capabilities will extend exponentially, without the need of hiring costly security staff.

You will receive a white-glove customer experience from deployment to management, followed by alignment to a service manager to ensure you receive maximum value from your solution.

Covering a broad range of capabilities, our MDR solution simplifies your security operations, working with a single provider.

You can procure the solution through Marketplace or add it to your existing subscription with Cloud Bridge.

Cloud Bridge and Alert Logic: your advanced consulting and technology partnership for AWS security

On AWS, security is a shared responsibility. AWS takes responsibility for the physical security of its infrastructure, networks, and foundational services. Meanwhile, the onus is on customers to correctly deploy and maintain the security of everything within their AWS environment.

Our MDR services are powered by Alert Logic, the leader in managed detection and response services. We leverage the expertise of their global SOC, which hosts more than 150 security professionals, to proactively monitor your AWS workloads, and identify threats and vulnerabilities that require remediation - options for which can be discussed with your account manager.

We enable you to stay ahead of these responsibilities with asset visibility, vulnerability assessment, threat detection and response, and web application security, which are all provided as part of our 24/7 managed service that delivers:

- Expert incident analysis, threat intelligence, and a modern, always up to date MDR platform.
- Managed intrusion detection to detect threats lurking in your network traffic.
- Log management and review to meet compliance requirements, including PCI DSS and SOC 2.
- Advanced event correlation and validation to identify suspicious behaviour and remove false positives.
- Configuration management to uncover vulnerabilities hidden within your application stack.
- Extended native SOAR capabilities to facilitate intelligent automated response actions for your AWS-hosted applications; decreasing response times and reducing overheads.



Why choose Cloud Bridge and Alert Logic?



**1000+ AWS
customers
secured**



**Native
integrations
with AWS
services**



**Industry-leading
container
security**



**Rapid AWS
service
deployment**

With over a million AWS customers' instances and containers monitored 24/7, Alert Logic's expertise and experience in securing AWS workloads is unparalleled.

They offer wide-ranging benefits including:

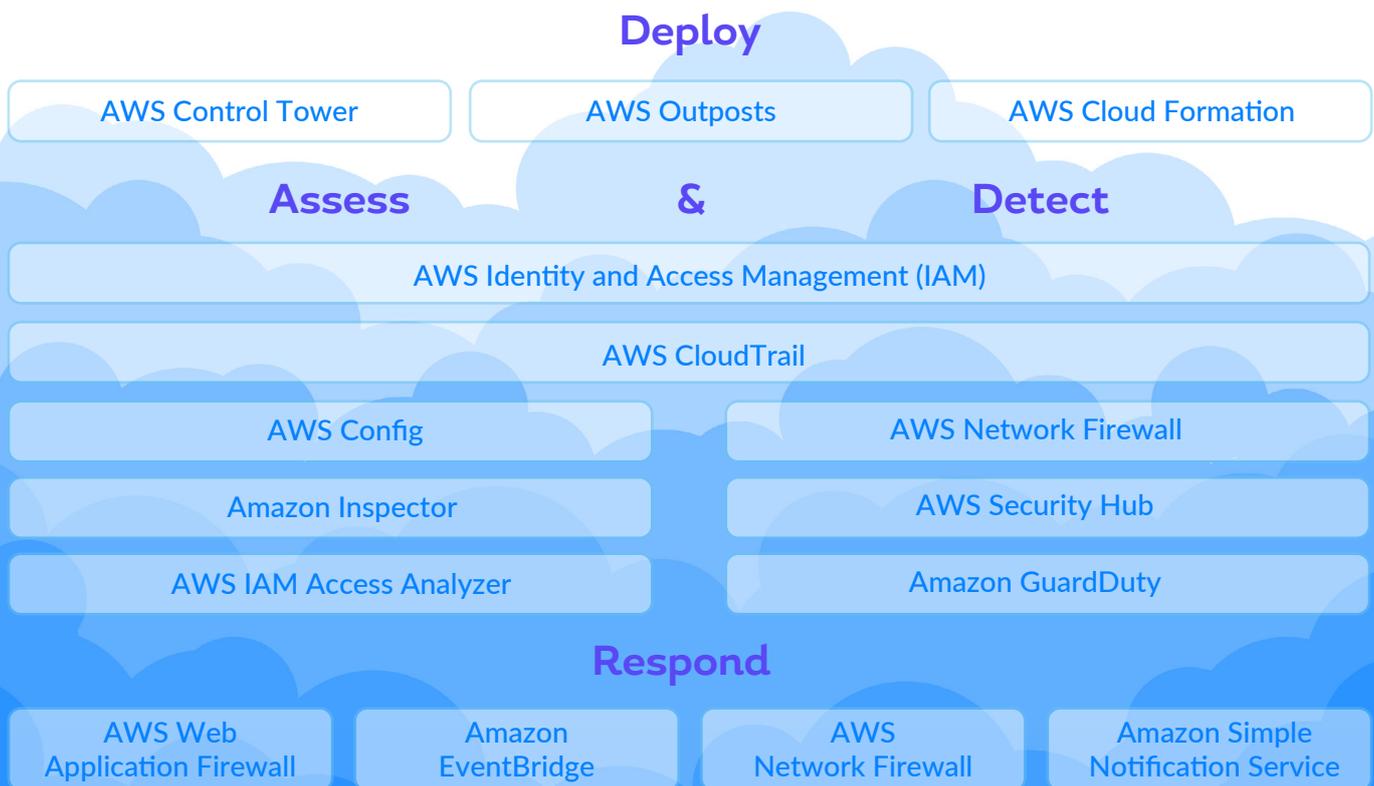
- **Advanced Technology Partner**
 - Alert Logic know AWS. They have been securing workloads on the platform for over a decade and have the competencies in security, containers, and SaaS to prove it.
- **AWS Security Services Launch Partner**
 - Since 2013, when they became the first MDR partner to join AWS's APN program, Alert Logic has partnered AWS on the launches of countless services including CloudTrail, Inspector, GuardDuty, Security Hub, and IAM Access Analyzer.
- **Modernise with the Latest Technologies**
 - In 2018, they released the first network IDS offering for containers on AWS and continued to modernise with AWS. Today, Alert Logic can secure all AWS container and serverless services.
- **AWS Level 1 MSSP** – In collaboration with AWS, they earned the AWS Level 1 Managed Security Service Provider (MSSP) distinction for successfully meeting or exceeding the 10 managed security service (MSS) specialisations.

“Alert Logic was one of the first security ISVs responsible for protecting AWS workloads. Customers look to the expertise of AWS Partners like Alert Logic to help keep their workloads and data secure and compliant in the cloud.”

Ryan Orsi, Worldwide Partner Practice Team Lead, Security at AWS

Deep AWS expertise and integrations

Our extensive experience and collaboration with AWS ensures we have market-leading integrations and data sources with an array of AWS services to provide an unmatched MDR service, from deployment through to incident response.



* These examples are to showcase the AWS services our solution can integrate with. These are not prerequisites for the MDR service and this list isn't exhaustive.

Ready to start your cloud journey?

We hope this paper has shown you that through our tried and tested best practice approach, Cloud Bridge has every base covered to unlock your full cloud potential.

To find out more and start your cloud journey today, please get in touch.

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