

# ABOUT THE CUSTOMER

Ahlan Avenue Online proudly brings you world-class airport shopping at your doorstep. Ahlan Avenue Online is owned by Ahlan Modern Travelers Services Company ("AMTSC") which operates the Duty Paid Shop at T5 Riyadh Airport.

Our brand promise 'Creating an outstanding shopping experience every time', is at the core of everything we do at Ahlan Avenue Online.

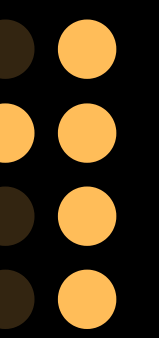
We combine the thrill of shopping and love of travel to deliver the most rewarding shopping experience for you, our customers. A wonderful shopping experience and great savings, including genuine premium brands at great prices and airport like shopping exclusives. With an abundance of fragrances, skincare, cosmetics, and sunglasses Ahlan Avenue is the perfect place to treat yourself. You will be spoiled for choice with our ever-growing expansive range.

## THE CHALLENGE

Building highly available, scalable, and secure applications was getting difficult and extremely costly in the current on-prem (private cloud) setup. It would not have been possible to expand their services in multiple countries across the world without using services from AWS like CloudFront.

## THE SOLUTION

Hilal Computers had long discussions to assess and evaluate the business and technical side of their current infrastructure where they dove into short and long-term goals and objectives to start building the roadmap on how to move forward on their cloud journey. Following that phase, Hilal computers performed a Well Architected Framework review on the current infrastructure and identified the areas to be improved.



# THE SOLUTION

New AWS Infrastructure was created for Ahlan Avenue to gain experience and confidence before building a plan for the migration. During the migration process, aws application migration service (mgn) was used to migrate the on-premises workloads into a staging area in the sub-second range and then utilized Amazon Elastic Compute Cloud (Amazon EC2) Reserved Instances, Amazon Simple Storage Service (Amazon S3) to store their static objects, Amazon Relational Database Service (Amazon RDS) with Multi-AZ to store the clients' personal data in a highly available managed database service that requires zero maintenance efforts from customer technical team thus reducing the maintenance overhead drastically.

The network setup was one of the most important aspects to serve the client's requests where Amazon CloudFront was utilized as the first point of contact for all requests which then forwards the traffic for Amazon S3 buckets to serve static content and Elastic Load Balancing to automatically distribute traffic across multiple targets. At this stage, almost all resources were successfully migrated to AWS, and then both teams were able to migrate the E-Commerce application with almost zero downtime and data loss. Moreover, Hilal team helped Ahlan Avenue set up a cloud-native and modernized solution on AWS that was able to solve a critical problem they had on-premises which is integrating all the production applications their core CRM system by utilizing Amazon DynamoDB, Amazon DynamoDB Stream, Amazon API Gateway, and AWS Lambda.

# OUTCOME

- **99.99% service availability using AWS infrastructure and multi-Availability Zone architecture.**
- **ROI duration is reduced by 20%**
- **Enhanced AWS security posture through Well Architected Review process and security measures applied**

## SERVICES USED

- EC2
- RDS
- Site to Site VPN
- Client VPN
- CICD
- S3 Storage
- KMS
- Event Bridge
- Cloudwatch
- AWS Backup
- CloudFront
- WAF
- Application Load Balancer
- Route 53
- Autoscaling
- Contrail Trail
- Config
- Security Hub
- Inspector
- SNS Topic

## ADVANTAGE OF MIGRATING TO AWS

Using AWS, Ahlan Avenue has improved the application uptime, and page-load speed by serving static content from Amazon CloudFront and automatically scale their instances in a load-balanced environment using Amazon EC2 Autoscaling to meet the customer's demand without the need to configure additional resources to the running machines. Ahlan Avenue's digital transformation enabled them to lead the financial industry by constantly adding new features and enhancements to their applications that allowed them to increase the number of deployments by 300% compared to their on-premises infrastructure.

# ADVANTAGE OF MIGRATING TO AWS

This transition also had a positive impact on Ahlan Aveune IT team more trust in the robust environment, they had on AWS which allowed them to innovate, and experiment with new cloud features that can be easily utilized without having to worry about maintaining the underlying infrastructure. In addition, the modernized cloud-based solution on AWS was able to synchronously share user and activity data in a centralized E-commerce system eliminating the hassle of manually exporting that data on a regular basis and saving more time and effort compared to the on-premises solution. Finally, Ahlan Aveune was able to cut costs by 55% using EC2 saving plans and Amazon EC2 Autoscaling.

## Consult us



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