



ATLANTIC BRITISH IMPROVES UPTIME, PERFORMANCE, AND SCALABILITY WHEN COMPANY MIGRATES ITS OPERATIONS TO THE CLOUD

Atlantic British Ltd. is a pioneer in Land Rover parts supply, providing customers with a wide array of affordable Land Rover parts, accessories, and performance upgrades. Many of the company's parts are imported from around the world, and aren't otherwise available in North America. Celebrating its 50th anniversary, Atlantic British became North America's first mail-order resource for maintenance parts for Land Rovers and Range Rovers. Since its origin in 1970, Atlantic British has continually embraced its three core values: having the largest inventory of parts, housing the best technical expertise, and providing five star customer service. Atlantic British is based in Clifton Park, New York.

CLOUD MIGRATION GOALS

- Deliver a better customer experience
- Lower business costs
- Generate more revenue and profit
- Create scaling flexibility

LEVERAGING THE PROMISE OF THE CLOUD

Atlantic British sought to improve system performance and stability. Using a niche technology stack including ColdFusion/Lucee, Atlantic British consulted Webapper based on industry knowledge and track record. Plans included moving to the cloud from a traditional data center, converting the server farm from Windows to Linux, migrating the application to Lucee (an open source Adobe ColdFusion alternative), and switching from Microsoft SQL Server to Aurora (a MySQL-compatible database built for the cloud). Clearly this ambitious migration presented significant technical and resourcing challenges. Atlantic British connected with Webapper to ensure their extensive cloud migration would go smoothly. Webapper's experience with high availability systems, cloud migration, Lucee/Adobe ColdFusion, large databases, and Windows/Linux were all factors in choosing Webapper.



RESULTS



"We knew that continuing our growth meant finding a partner to guide us through our cloud transformation. We realized we couldn't just lift and shift the application. We needed to reconfigure our application so that it could scale. Webapper understood our technical requirements and listened to our needs. Then they designed a solution that we felt gave us the best chance to succeed."

Chris Bartow
Director of Marketing



CUSTOMER EXPERIENCE

Webapper laid out a migration roadmap that included all new AWS infrastructure. Using elastic server provisioning, Atlantic British maximizes uptime and performance, which are critical factors in ecommerce customer experience. Elasticity enables handling peak traffic but also optimizing costs when server demand subsides.

COST SAVINGS

Migrating applications from a traditional data center to the AWS cloud represented a long-term strategy to save money. Initial costs, both internally and externally, added a new line to the IT budget. But that investment paves the way for lower overhead costs over time. Hosting bills are lower, and there's potential to expand without large infrastructure expenses.

Moving from Adobe ColdFusion to Lucee and Microsoft SQL Server to AWS Aurora significantly reduces license fees. The Lucee migration was one of the reasons Webapper was chosen - Webapper guided the Atlantic British development team to overcome challenges and optimize performance in Lucee. The switch from SQL Server to Aurora was relatively straightforward.

REVENUE & PROFIT

As Atlantic British's customer base and traffic grow, the cloud environment can automatically adapt. Growth is closely tied to delivering a better user experience. And growing revenue without adding overhead means higher profitability.