

Vibrant Gujarat Case Study

About Vibrant Gujarat

Vibrant Gujarat is the name given to a biennial investors' summit held by the government of Gujarat in Gujarat, India. The event is aimed at bringing together business leaders, investors, corporations, thought leaders, policy and opinion makers; the summit is advertised as a platform to understand and explore business opportunities in the Gujarat State.

The Challenge

Vibrant Gujarat needed to re-designed its infrastructure to support DIGITAL MARKETING approach. Vibrant Gujarat previously used on-premises data centers to host its web properties, all of which had different technologies and processes. But Vibrant Gujarat facing problem regarding High Availability and Disaster Recovery of their data. The IT organization wanted to use THE AMAZON CLOUD for better Performance, High Availability and Disaster Recovery.

Why Amazon Web Services

Vibrant Gujarat's priorities in choosing the cloud for digital marketing platform included Performance, Security, flexibility, a global infrastructure as well as an On-demand infrastructure and choose to use Amazon Web Services.

Vibrant Gujarat used Amazon Machine Image(AMIs) running on windows for use on Amazon Elastic Compute Cloud (Amazon EC2) instances. Amazon Virtual Private Cloud(Amazon VPC) provides logically isolated section of the Amazon Web Services (AWS) cloud and access to the internet.

Vibrant Gujarat also uses Amazon Auto Scaling and Elastic Load Balancer for automatically routes incoming web traffic across such a dynamically changing number of EC2 instances. Elastic load balancer acts as a single point of contact for all incoming traffic to the instances in Auto Scaling group.

Vibrant Gujarat also uses Amazon RDS DB instance for relational database environment. Using the Multi-AZ deployment option, Vibrant Gujarat can run workloads with high availability and built-in automated fail-over from your primary database to a synchronously replicated secondary database.

Figure 1 shows Vibrant Gujarat's Infrastructure on AWS.

