About The Coveteur

Known for stunning photography, award-winning writing, and an intimate look at luxury lifestyles and global tastemakers, The Coveteur was established in 2011 as a passion project to explore the homes and closets of global street style stars and influencers. Since then, the brand has evolved and expanded, offering a behind-the-scenes look at all things fashion, beauty, health and wellness, travel and lifestyle.

The Challenge

The Coveteur was originally set up in Amazon Web Services' (AWS) EC2-Classic service on a single Elastic Compute Cloud (EC2) instance, but as the site had grown in popularity the need for redundancy, security, scalability, and expert infrastructure management had emerged as pressing issues. "Our original site worked well but our business evolved and we needed more assurance that our site would continue to function even if we had a server failure. Furthermore, we wanted our developers to focus on development, rather than getting bogged down in infrastructure issues. We needed someone to help us take a fresh look at the entire AWS infrastructure," said Andee Olson, Head of Technology and Site Director.

The Solution

The Coveteur worked with Privo to design a new Virtual Private Cloud (VPC) from scratch. The VPC architecture allowed Privo to reduce the attack surface for their website, greatly improving the security of the site. Privo de-coupled the web server software from the database, leveraging AWS's Relational Database Server (RDS) to provide a highly available database, and the Elastic Load Balancer (ELB) service to split web traffic between two M4-class EC2 instances.

"We're very happy with the progress," said Andee Olson. "The new architecture is a big upgrade and sets us up for years of growth. Working with Privo allowed us to get more out of the AWS platform without losing our focus on development of the site," she added.

About Privo

Privo is a small AWS consulting firm located just north of Boston. We *liberate* businesses from the ball and chain of traditional IT infrastructure, leveraging the transformational power of the AWS platforms to help them innovate faster. We also offer IT managed services for businesses in the greater Boston area who want the convenience of having one partner for all of their IT needs.

For more information about how Privo can help your company run on the AWS Cloud, see Privo's listing in the AWS Partner Directory or visit our website.