

## A Public-Private Partnership

Leading financial services software maker uses CoreSite colocation and AWS Direct Connect to flip conventional compliance challenges on their heads



### The Challenge

#### BREAKING DOWN BARRIERS TO EXPLOSIVE GROWTH

Few industries face as many rules, regulations and scrutiny as financial services. For a leading business finance software company responsible for processing transactions and moving money from one place to another, the stakes are even higher.

They have to contend with a litany of stringent compliance standards for everything from security for their online platform and general data governance to the auditability of their entire ledger of activity. And as their online business continued to expand, due to the product's popular enterprise-grade features and rapid adoption among small and mid-sized businesses, so did the concerns about securely scaling to meet demand.

To accommodate organic growth, new enterprise partnership opportunities and consistent delivery of the end-to-end security for all its financial and transactional data, the company's business leaders and compliance experts realized they needed to replace their existing data center and public cloud operations with a more secure, efficient and scalable approach.

#### MORE RULES, MORE REGULATIONS AND MORE UNWANTED HEADACHES

For years, the company had successfully run its operations through a combination of on-premises and public cloud infrastructure but found it challenging to balance the demands of a growing business with the various levels of industry and government regulations around moving customer financial data because of the complex and hands-on nature of managing the environment.

Specifically, the company had won a bid to provide its platform to a large financial institution to private label and resell to its customers as part of its branded offerings – a

### Financial Case Study at a Glance

#### CHALLENGE

- Efficiently scaling with new business and partnership opportunities
- Accommodating more and increasingly complex industry regulations
- Improving data governance auditability, security and transparency

#### SOLUTION

- A leading financial software provider uses AWS Outpost, CoreSite colocation and AWS Direct Connect to bring public cloud scale to a secure, compliant private cloud environment to overcome regulatory hurdles and pursue innovative, new business ventures

#### RESULTS

- Combined public cloud scale with on-premises security to create new business opportunities
- Quickly adapted to meet additional regulatory requirements for its new banking customer
- Enabled faster and more secure transmission of large volumes of highly sensitive financial data

huge win for the software provider. However, that kind of partnership also introduced a range of new security and data governance regulations the company hadn't dealt with previously because of its status as a technology provider.

Now, instead of just adhering to the existing regulatory requirements for the business, the company would also have to contend with standards financial institutions face around records retention, auditability and secure communication. The company has to ensure physical security around the hardware to prevent tampering or other damage. Additionally, it needs to provide a secure and low-latency, end-to-end private pathway for all its direct and indirect customers' data.

## The Solution

### COMBINING ON-PREMISES SECURITY WITH PUBLIC CLOUD SCALE

Eager to launch its new white-label enterprise project and expand future revenue opportunities, the company set out to create a high-performance and secure private cloud environment while still leveraging public cloud resources.

As a long-time AWS customer, the company transitioned its public cloud deployments to Amazon's latest innovation: AWS Outpost. The fully managed service reverses conventional on-premises-to-cloud migrations and instead extends AWS infrastructure, services and tools to data center and colocation spaces, providing enterprises the ability to capture AWS capabilities in a private cloud environment.

However, AWS Outpost deployments require higher performance, scale and security standards than conventional cloud deployments. In response, the company chose to locate its core operations with CoreSite because of the provider's reputation for secure, modern facilities, convenient locations close to main AWS Availability Zones and its Amazon Direct Connect solution.

CoreSite data centers are part of a select group of AWS Outpost-approved locations because they operate in a security-first manner that features rigorously trained, direct-hire employees to provide 24x7x365 physical protection and an aggressive testing regimen for security systems and protocols to maintain compliance certification across a range of stringent standards.

Beyond physical security, CoreSite's AWS Direct Connect enables the company to establish private, low-latency network connectivity between their dedicated infrastructure and Amazon Web Services compute nodes from any of CoreSite's 10 strategic markets.

The direct connections bypass the public internet and connect the company to AWS nodes directly within the data center to reduce data transfer costs, improve security and optimize network performance by eliminating unnecessary network hops that add risk and increase latency.

## Customer Experience and Benefits

### FREEDOM AND FLEXIBILITY TO INNOVATE IN A TRADITIONALLY STATIC INDUSTRY

CoreSite colocation and connectivity solutions, along with AWS Outpost, have been a revelation for the company, helping it resolve complex security and auditing issues that previously prevented it from capitalizing on exciting new business opportunities.

The ability to bring AWS public cloud infrastructure on-premises to an approved outsourced data center with a trusted partner gives the company the flexibility to scale as the business demands while enhancing – not sacrificing – data and network security.

Looking ahead, the company can also depend on other CoreSite solutions like blended IP to improve data transfer speed outside the AWS environment and tap into a rich mix of potential service partners and providers to further grow its operations in CoreSite's partner marketplace.

While the industry's reputation for stringent regulatory compliance will always present new and interesting challenges to the company's quest for fresh ideas and unconventional revenue streams, AWS Outpost and CoreSite deliver the flexibility, agility and security they need to continue innovating for this generation of financial services customers and ones yet to come.

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[CoreSite.com](https://www.CoreSite.com) | +1 866.777.CORE | [Info@CoreSite.com](mailto:Info@CoreSite.com)

