

Case Study: Retail Customer Migrating Magento from GoDaddy to AWS

Problem Statement

The customer, a mid-sized retail brand, was running its Magento e-commerce platform on GoDaddy shared hosting. They experienced **frequent downtime during peak sales, slow page load speeds, and limited scalability**. Security patches were difficult to manage, and the lack of robust infrastructure prevented them from integrating advanced analytics and personalization tools, limiting growth potential.

Solutions Offered

- **Migration Strategy:** Lift-and-shift migration of Magento to **AWS EC2 Auto Scaling** and **Amazon RDS for MySQL**, supported by **Elastic Load Balancer (ELB)**.
 - **Performance Optimization:** Integrated **Amazon CloudFront** for content delivery to reduce latency and enhance customer experience.
 - **Storage & Backup:** Shifted static content to **Amazon S3** with native backup.
 - **Security & Compliance:** Deployed **AWS Security Group, IAM Policy**, and **SSL/TLS** encryption for improved security posture.
 - **Cost Management:** Applied **AWS Compute Savings Plans** and **CloudWatch monitoring** for efficient resource utilization.
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Business Outcomes

- **Performance Gains:** Website load times improved by **40%**, reducing cart abandonment.
- **Scalability:** Seamless scaling during high-traffic events and reporting, ensuring uptime.

- **Cost Efficiency:** Achieved **25% cost savings** compared to GoDaddy through optimized AWS resources.
- **Security & Compliance:** Strengthened compliance and reduced vulnerabilities.
- **Business Growth:** Enhanced reliability and performance contributed to an **18% increase in online sales** within six months post-migration.

✦ *This case study highlights how migrating Magento from GoDaddy to AWS delivered scalability, performance, and cost efficiency, enabling sustainable retail growth.*