

Cloud migration & optimisation

Transforming Marketing + Technologies Group's legacy infrastructure with AWS for performance, scalability, and cost savings.

■ ■ **MARKETING +
TECHNOLOGIES
GROUP**

**CUSTOMER
SUCCESS STORY**



Customer challenge

Marketing + Technologies Group, a global marketing and technology agency, was running its operations on a physical third-party hosted server whose operating system had become deprecated. Managing and maintaining the environment had become increasingly complex, limiting flexibility and making it difficult to ensure stability and plan for future growth.

The business recognised the need to migrate to a modern, scalable, and easily managed cloud-based platform.

The solution

After consultation with First Technology, AWS was identified as the optimal cloud platform to meet M+T Group's needs.

The new AWS architecture, designed by the First Technology team, reduced the number of required servers by half while enabling the hosting and deployment of multiple websites through a custom-built template.

AWS High Availability Zones ensured better resilience and global performance, while the platform's flexibility made maintenance and upgrades far simpler.

The migration also delivered significant cost savings.

"Working with First Technology was incredibly positive. The flexibility, expertise, and support we received made a complex migration feel straightforward."

Jordan Williams | Head of Digital at M+T Group

The results

- **Greater control:** Ability to dictate downtimes, schedule upgrades, and tailor the environment to operational needs.
- **Simplified management:** Reduced complexity in server maintenance and oversight.
- **Cost savings:** More than 50% reduction in hosting and operational costs.
- **Improved performance:** Enhanced speed and stability through AWS High Availability Zones.
- **Developer efficiency:** Easier integration for developers, with ready-built add-ons available in the AWS ecosystem.