

Case study: Manufacturing

## Dexian Successfully Implemented Various Digital Marketing Platforms

**CLIENT:**

The world's leading provider of innovative, sustainable aluminum packaging for beverage, personal care and household products

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### Challenge

The client had implemented various digital marketing platforms for each of their business units. The client wanted to:

- Consolidate all systems into one, easily managed in a central location
- Create a versatile platform for digital marketing allowing for use across multiple organizations, regardless of geographic location
- Implement operational efficiency by anticipating future needs and flexibility

### Solution

- Dexian created a system from the ground up, with consideration of best practices
- Careful IT security protocols were put into place, due to the client's services to the federal government
- Determined Amazon Web Services (AWS) slicing capabilities were best fit, leveraging services like VPC, Subnets, Network Access Control, and Security Groups to isolate specific needs and qualifications
- Achieves required levels of service availability, spanning multiple zones and the use of SQL mirroring

### Outcome

Dexian deployed a unified corporate website and versatile digital marketing platform that:

- Reduced the need for multiple, cross functional platforms
- Increased cost efficiency and security
- Can be accessed anytime, anywhere regardless of geographical location
- Provides increased data availability and precise recovery upon system failure

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