

Refactor to Drive Innovation & Maximize Customer Digital Experience



Improve your Digital Experience by bolstering Performance & Reliability

Financial Services Institutions must deliver world class digital experiences with high reliability to be competitive. They must also deliver new capabilities regularly to stay competitive in an increasingly competitive market. The user experience of their digital platform must be second to none to ensure they attract and retain customers who have a high standard based on experiences from other online industries. Using dated and monolithic on-premise technology weighs down and slows your product team from achieving these outcomes, while smaller more nimble financial technology firms seem to move quicker and take market share. The challenge is how do you refocus your time and energy to deliver new and ongoing Digital value for your customers and grow your business?



Accelerate innovation to level up your Digital Experience

Evaluate your current architecture and make deliberate investments to improve the user experience and observability and minimize the overhead of delivering your Digital Platform. Review the performance and reliability of your architecture across all critical transactions, comparing against your user experience goals and identify opportunities for improvements using AWS services and architecture best practices. Take advantage of native AWS cloud services (API Gateway, Lambda, EventBridge, ElastiCache, CloudFront, DynamoDB, Aurora, etc.) that are designed to optimize your applications, improve observability and enable a world class multi-region Digital platform that can meet your customers' needs with exceptional performance, security and reliability. Decompose monolithic code and infrastructure into micro services that enable agility and innovation at increased speeds. Adopt an event driven, scalable and resilient architecture using containerization, serverless and edge solutions with embedded observability for applications that allow you to know your customers experience while adjusting to demands as they change, ensuring the Digital experience remains world class no matter the demand.

Improved Digital experience for customers

Refocus your architecture into event driven, micro service distributed solutions that meet the needs of your customers and enable delivering new value faster.



Improved performance

Decompose the monolith solution, minimize the latency, right size compute and implement effective caching throughout your architecture to improve the performance of your Digital Platform across the experience.



Improved observability

Implement code observability by making application tracing and application logs available consistently to enable meaningful metrics and alerts so you have complete visibility into your customer experience and the performance of your Digital Platform



Improved reliability

Implement event driven micro-services that detect and automatically scale up and down on demand to ensure a reliable Digital Platform that is always there when your customers need it.



Increased competitive edge through agility

Implement shorter cycle times to deliver works so you can iterate faster and respond to change in your market quicker, enabling a significant competitive edge

Vertical Relevance on AWS

AWS provides scalable, resilient and secure services that enable customers to build efficient solutions to meet their market needs. Vertical Relevance brings significant Financial Services and AWS technology experience to evaluate current and targeted capabilities against business goals and identify solution architectures and management processes to achieve those business goals. We partner with our customers to evaluate, prioritize and execute programs to evolve their existing applications into cloud native solutions that are secure, reliable, perform efficiently and are optimized for cost, while managed using best practices.

Features



Re-architected for performance & reliability

We evaluate your current architecture to identify opportunities for performance improvement and reliability for critical usage patterns in your Digital Platform. We evaluate event driven, containerized, serverless, managed services, caching, data management and routing technologies to identify the best architecture to meet your customer experience needs.



Re-architected for agility & innovation

We work with you to evaluate and re-design any monolithic solutions into event driven micro services that can deploy and perform independently. This allows each service to evolve on its own path and allow you to add new value quickly without the risk of deploying fragile monolith solutions. This results in increased agility and the ability to focus your efforts on innovation, delivering new value to your customers.



Deep observability

It is critical that you have complete visibility into the performance of your Digital Platform and your customer experience. To achieve this, we evaluate and integrate application tracing and application logs enabling meaningful metrics and alerts for your refactored architecture.

World leading Banking Digital Platform



Migrate away from colocation facilities

Customer faced the choice of renewing expensive colocation facility contracts and maintaining higher fixed capacity costs with inherent latency issues or migrating to AWS to enable right sized scalable compute and deployment options with improved performance and reliability



Re-factor using cloud native services

The customer re-factored core services allowing the Digital platform architecture to evolve taking advantage of event driven responses for automated scaling, minimizing latency and scalable, managed caching solutions to improve performance and reliability



Improved performance and reliability of Digital Platform

Performance and chaos testing showed that the new architecture using right sized compute and event driven automated response solutions improved performance and reliability, with lower latency achieving the client's objectives

Get started with Vertical Relevance solutions on AWS

If you are looking to provide automation, consistency, predictability, and visibility to your software release process [contact us today](#).