

Ascend Sealing launches a new eCommerce platform to expand their market reach!

About Ascend Sealing

With more than 30 years of industry experience, Ascend Sealing Technology has been dedicated to establishing a close connection to their client with an expertise in rubber sealing solutions. They have made the buying journey short, easy, and friendly for markets such as automotive, oil and gas, medical/pharmaceutical, general industry, drinking water, and hydraulic/pneumatic. Ascend Sealing manufactures a wide range selection of O-rings, X-rings, Back-up rings, and O-ring kits.

Ascend manufactures sealing components for different applications ranging from general purpose to extreme condition and has a full-service engineering team that specializes in material R&D, product design, and application engineering. Consisting of experienced technical staff, they offer comprehensive engineering analysis, material recommendation, and total sealing solutions to address the demand for any industry. They pride themselves in providing first-class and innovative sealing solutions at a desirable price and efficiency. With their long presence in the rubber components industry, Ascend Sealing guarantees that their customers receive the best and most suitable products.

What does Ascend Sealing do when they need to host a secure eCommerce platform for a growing company? They call CloudHesive to help with migrations to Amazon Web Services and managed services for site security and performance.

CloudHesive is recognized as an Amazon Web Services go to partner for eCommerce solutions. They have experience supporting a number of eCommerce platforms, including Oracle/Micros, Magento, and WordPress. CloudHesive has managed eCommerce solutions for large enterprise customers that required extensive scaling and security capabilities as well as complex integrations to third parties. With extensive AWS knowledge, they have worked side by side with the AWS team to launch new innovative solutions.

The Challenge

Ascend Sealing had originally used a traditional purchasing process that over time became slow, expensive, and labor intensive. In order to move away from this process and expand their revenue stream, they wanted to successfully launch an eCommerce site. An eCommerce site would enable their customers to purchase orders online, seamlessly checkout, and have the products shipped directly to any location. But in order for that to happen, Ascend needed to ensure that the site would have a complete integration into their supply chain and logistics partners. Essentially, not having an eCommerce site was holding them back from significant growth potential.



As this became a high priority, they needed a solution that was scalable for market demands and an AWS partner to help with the initial architecture of their site. It was also imperative for this AWS partner to provide ongoing managed security and support services. Ideally, this eCommerce solution would need to handle large markets and create a seamless process for everyone involved. With the right system in place, customers would be able to login and manage their orders online unlike that of traditional purchasing process.

Solution

To get started, Ascend Sealing contracted with a digital marketing agency and partnered with CloudHesive to build their custom eCommerce site. The site was architected and developed on top of Amazon Web Services and Magento. CloudHesive architected the environment on top of Amazon Web Services so that it could take advantage of the robust scaling features of AWS. The AWS cloud reinforces some old concepts of building highly scalable Internet architectures and introduces some new concepts that entirely change the way applications are built and deployed. To leverage the full benefit of the Cloud, including its elasticity and scalability, it is important to understand AWS services, features, and best practices.

Once the environment was architected, we deployed a lower level environment for user acceptance testing of the Magento site and a production environment for the production deployment. Once the custom site was built and tested, we launched the site and placed it under management. This included laying down the security control framework and the security tools to make sure the environment was being protected. The day to day is managed by our SOC 2 Type 2 audited managed services team.

Technologies Leveraged

CloudFront, ALB, Route53, Autoscaled EC2 Instances, pre-baked/bootstrap AMIs, Elasticache, RDS, CloudFormation, and a Code Commit

Third party applications or solutions used

Trend Micro, Datadog, Sumologic

Benefits

The benefits to Ascend Sealing were tremendous. They were able to find a partner that not only helped them deploy a robust cloud solution but also worked with their 3rd party development team to make sure the needed environments were in place and the on-going support was there. Ascend Sealing is also able to leverage CloudHesive's security controls to help protect its environment and make sure its customers can rest assured that the proper controls are in place.