

CUSTOMER CASE STUDIES



CLOVIA.COM

About Customer

Clovيا.com is a leading D2C lingerie and women's wear brand in India, offering stylish, high-quality intimate apparel and loungewear designed for comfort, confidence, and affordability.

OBJECTIVES

24x7 MSP Services

During peak traffic a lot of things use to go down, which impacts in business brand and financial loss.

Enable Proactive Monitoring

Implement real-time alerting systems to identify and address issues swiftly.

Right Size Cloud Assets

With high number of traffic spikes, cost leaks are very common issues. Leaky buckets were usually 34% of total assets hosted on AWS

APPROACH

- 24x7 MSP Services: Implement automated incident response workflows with AWS Lambda and centralized monitoring using Amazon CloudWatch to minimize downtime during peak traffic.
- Enable Proactive Monitoring: Deploy Amazon CloudWatch Alarms, AWS Health Dashboard, and AWS Systems Manager OpsCenter to enable real-time detection and quick resolution of system anomalies.
- Right Size Cloud Assets: Use AWS Compute Optimizer and AWS Trusted Advisor to continuously analyze resource utilization and eliminate cost leakages such as idle resources and misconfigured storage.

RESULT

24x7 MSP Services

- Reduced unplanned downtime by 80% during peak traffic periods.
- Improved incident response time to under 5 minutes.

Enable Proactive Monitoring:

- Achieved 99.9% system uptime through real-time alerting.
- Resolved 95% of critical alerts within 15 minutes of detection.

Right Size Cloud

- Reduced cloud cost leakages by 30% through optimized resource sizing.
- Eliminated 100% of identified leaky buckets, improving data security and cost efficiency.

CONCLUSION

By leveraging AWS Spot Instances, Graviton-based EC2 instances, Amazon RDS, and Amazon ElastiCache, we optimized performance, reduced compute costs, and ensured high availability even during peak loads.

These AWS services played a critical role in delivering real-time monitoring, automated scaling, and cost-efficient cloud operations while maintaining seamless customer experiences.



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109-B, Plot No. 18, Rajendra Jaina Tower Wazirpur Commercial Complex, WPIA, New Delhi-110 052