

Harnessing the Power of AWS in the Startup Phase of Business

Executive Summary

Learn how Cloud Life Consulting was able to use the power of AWS to support CallAction.co to double their customer base, support ongoing growth and create an attractive system for future opportunities.

The Challenge

Supporting Business Growth

CallAction.co's goal was to be able to support business growth 24 hours/day, 7 days/week. To do this, they required a mission critical system to handle the growing demand.

Planning

Like all start ups, CallAction.co is thinking ahead to the future. The owners of the company want to build a business that is strategic and can easily continue to grow for years while being on track with current trends in the cloud environment.

Potential for Change

Cloud based companies are essential in CallAction.co's industry and Amazon Web Services is the trusted name in the business creating a valuable opportunity for a potential sale in the future.

Why AWS

In the era of rapid technological change, the cloud is not only useful for backup and storage, it's key for future-proofing businesses and maintaining a competitive edge. Businesses moving mass amounts of data to the cloud can take advantage of the latest technology and move away from aging on-premises infrastructure, putting them at the forefront of innovation.

Migrating to Amazon Web Services (AWS) unlocks efficiencies and operational benefits that businesses never knew were possible. From lower costs to increased speed, AWS helps businesses focus more on core competencies and reimagine how they work and how they innovate.



About CallAction.co

CallAction.co provides sales & marketing automation to businesses of all sizes. They are focused on improving lead generation & conversion with authentic, intelligent automation.

Inbound calls, texts and email leads are routed, captured and tracked. Businesses save time & money by automating data-entry into their CRM's with powerful API integrations.

CallAction.co streamlines time consuming lead follow up and nurturing using automated outbound voicemail, text and email campaigns, ensuring there is never a missed sales opportunity.

“Working with Cloud Life is a cost effective way to get the support I need without sacrificing the quality of work.

-Martin Aceto, CTO

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Why Cloud Life Consulting

CallAction.co was introduced to Cloud Life Consulting through an AWS representative. CallAction.co immediately felt a sense of trust in Cloud Life Consulting based on this referral. Martin, CTO of CallAction.co, believes when someone from AWS makes a recommendation, you can trust the company is knowledgeable, effective and efficient to work with. They trust that companies like AWS wouldn't supply an unreliable referral if they didn't trust the company themselves.

The Solution

Using AWS Elastic Beanstalk, AWS CodePipeline and Amazon S3, Cloud Life Consulting was able to create a custom solution to support CallAction.co's current needs and future growth. Using these powerful solutions helped us to ensure that CallAction.co clients are receiving efficient service 24/7. Since they are a lead management company, it's crucial that information is delivered in a timely manner, and managed efficiently. By measuring their customer base and seeing numbers doubled, we are able to say that we reached this goal successfully.

By working with the above AWS solutions, we were also able to create a system that will be an attractive selling feature, should the opportunity present in the future.

“ Since we began working with Cloud Life Consulting, we've doubled our clientele. Without this relationship we would not have been able to support this growth.
-Martin Aceto, CTO

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Results and Benefits

With the AWS solutions provided by Cloud Life Consulting, CallAction.co was able to successfully transition to a 100% cloud based system which puts them in a strategic place if they explore the opportunity of selling in the future.

Goal #2 for CallAction.co was the need to scale the business. By implementing AWS in the startup phase, CallAction.co has been able to double their customer base, with more room to grow. By implementing AWS early on, they are setup to successfully continue to grow, without the crucial need for a huge system overhaul at an inconvenient time. Choosing AWS gives them the opportunity to run the business 24/7, efficiently.

“ I really enjoy working with this team. They are open to new ideas, always listen to what I have to say and we work together to grow my business.

-Martin Aceto, CTO

Continuing to Grow the Relationship

CallAction.co looks forward to continuing to grow their company with the support of Cloud Life Consulting. The goal of the business is to always provide high quality service, and improve on the services they offer. In the near future, they see email follow up as something they can offer to their clients.

As they grow and get deeper into AWS, they feel confident because they have established a long term working relationship with Cloud Life Consulting. Given this, they expect to continue to deliver an industry leading service backed by excellent customer service.

Benefits



Trusted Support

CallAction.co feels confident in Cloud Life's ability to take care of their AWS needs at all times.



New Developments

CallAction.co feels confident they can rely on Cloud Life to support new developments in business.



Strategic Relationships

You can never be an expert in everything, so developing strategic relationships is crucial.



Cost Effective

Working with an outside source, ensures that CallAction.co gets the services they require in a budget friendly manner.

About About Cloud Life Consulting

At Cloud Life Consulting our mission is to help you understand and leverage cloud technology to achieve your goals in performance and effectiveness.

With expertise in Architecture, Migration, Automation, and DevOps, our skilled consultants have extensive experience in successfully creating, implementing and supporting leading-edge solutions across multiple industry sectors.

We spend time and effort staying on top of current trends in the field and merge this with our industry experience to give you the best of both worlds – Solid I.T. strategy built on the latest cloud technology.

Cloud Life Consulting is a Tier 2 advanced consulting partner.

