Cloud Bridge Helps Kids Brand Store Cut Costs and Boost Security with AWS Solution

About Kids Brand Store

Kids Brand Store, founded in 2011, is a leading Swedish online retailer of luxury children's apparel from top brands like Ralph Lauren, Tommy Hilfiger, and GANT. Known for its excellent service and high-quality, comfortable clothing, the brand has quickly expanded its international reach.

Project Overview

Kids Brand Store partnered with Cloud Bridge to create a secure, scalable Amazon Web Services (AWS) cloud environment that would support its rapid growth while keeping costs down. By conducting a AWS Well-Architected Review (WAR) and deploying a series of AWS and FinOps tools, Cloud Bridge helped Kids Brand Store improve its security and data privacy measures, reduce costs, efficiently manage resources, and stay compliant with General Data Protection Regulation (GDPR) requirements.

Now, with a reliable, efficient, and scalable cloud infrastructure in place, Kids Brand Store is well-equipped to meet future market demands as it continues expanding.

Key Outcomes

- 20-25% reduction in AWS costs
- Enhanced GDPR-compliant data security
- Centralised threat monitoring system
- Detailed financial insights

The Challenge

As Kids Brand Store's market presence grew, so did the demands on its cloud infrastructure. With a small IT team, it faced challenges in managing costs and plugging security gaps while upholding its high service standards. Cloud Bridge was brought in to address these issues and build a scalable, secure, and efficient cloud environment.

Key Issues

- **Rapid Scaling:** Kid Brand Store's fast international growth had opened up new potential security risks and left a backlog of outdated projects that needed constant maintenance.

- **Limited IT Resources:** Despite its growth, Kids Brand Store's IT team remained relatively small and was finding it hard to efficiently manage cloud security, compliance, and operational demands.

- **Compliance Requirements:** Kids Brand Store needed a cloud setup that would consistently ensure GDPR-compliance and protect customer data as it expanded overseas.

- **Rising Costs:** The brand was accumulating technical debt as it grew, which was driving up costs, increasing staff workload, and threatening its ability to keep pace with a competitive market.

- **Security Risks:** Quick development cycles were opening up potential security vulnerabilities, posing risks to company and customer data.

- **Cloud Expertise:** Kids Brand Store needed to stay up-to-date with the latest cloud security and cost management practices, especially as international growth was making its operations more complex.

Cloud Bridge's Solution

Cloud Bridge deployed several tailored solutions that focused on automating Kid Brand Store's security measures, reducing costs, maintaining GDPR compliance, and building a scalable cloud environment to support the company's rapid growth. These included:

Comprehensive Cloud Assessment

Cloud Bridge began with an AWS WAR. This detailed assessment identified key areas in which Kids Brand Store could improve its security measures, boost efficiency, and cut costs.

Security Automation and Centralisation

AWS Config Rules were used to automate Kid Brand Stores' compliance monitoring, easing the workload for its IT team and reducing the chance of human error. Cloud Bridge also deployed AWS Security Hub to centralise security insights from AWS GuardDuty, Amazon Inspector, and CloudTrail, allowing Kids Brand Store to detect and respond to threats in real time.

Data Privacy Management

Using Amazon Macie, Cloud Bridge enforced strict access controls and continuous monitoring for privacy risks to protect the company's sensitive data. This will ensure full GDPR compliance going forward.

Cost Optimisation Strategies

Cloud Bridge used Reserved Instances and Savings Plans to reduce Kids Brand Store's AWS costs over the long term. By integrating the FinOps tool CloudHealth, Cloud Bridge provided customised cost reports and clear insights into AWS spending, giving Kids Brand Store better visibility and control over its finances as it scales.

Resource Efficiency

Cloud Bridge right-sized Kids Brand Store's instances and decommissioned unused Elastic Block Storage (EBS) volumes to cut back on unnecessary resources and reduce costs.

Ongoing Support

Cloud Bridge scheduled quarterly reviews with Kids Brand Store to make sure its AWS setup remains aligned with the latest best practices. These reviews focus on continuous security improvements and identifying further opportunities for cost savings, helping the company stay efficient and secure as it grows.

Results

- **Cost Reduction:** Kids Brand Store reduced AWS costs by 20-25%, allowing it to reinvest savings into innovation and growth and initiatives.

- **Enhanced Security:** Centralised and automated security processes allow Kids Brand Store to detect risks, respond to threats, and monitor compliance in real time.

- **Improved Data Privacy Compliance:** Thanks to new GDPR-aligned data management and privacy measures, Kids Brand Store has solidified its reputation with customers and regulators.

- **Scalable Infrastructure:** Kids Brand Stores' secure cloud infrastructure now fully supports its growth, ensuring it can scale while maintaining operational excellence.

- **Financial Transparency:** By integrating CloudHealth, Kids Brand Store has gained detailed insights into its AWS spending and better control over its finances.

About Cloud Bridge

Cloud Bridge is a UK-based AWS Advanced Consulting and Migration Competency Partner, helping businesses transition to cloud computing with confidence. Recognised as an AWS Rising Star Partner, Cloud Bridge specialises in fast, cost-effective cloud migrations and upgrades, tailored to each business's unique requirements. They focus on ensuring security and compliance while enabling clients to scale, modernise, and stay agile in even the most competitive markets.

Ready To Optimise Your Cloud Environment?

Get in touch with Cloud Bridge today to find out how we can help you drive efficiency, improve security, and reduce costs.