

CMD Solutions chooses AWS and Intel technology for business success



Executive Summary

Choosing the right technology allows [CMD](#) to deliver great results. They know that the best cloud-based projects combine a strategic understanding of business needs and outcomes with market-leading infrastructure. Working closely with [Amazon Web Services](#) (AWS) and [Intel](#) has allowed CMD to plan and deploy solutions for complex business problems, knowing it has the support of platforms and hardware without equal.

Dedicated collaborations drive great results

CMD launched six years ago with AWS already at its core. Its co-founders had worked with AWS in previous roles and knew that combining AWS solutions with automation could appeal to a lot of customers across different industries, all facing similar challenges.

With its focus on understanding and solving problems, CMD is continuously building its capability across new technologies and incorporating it into new and evolving solutions. Its consultants work backwards from the business needs, vision and mission, using technology to achieve ideal outcomes.

Co-founder Andre Morgan is ecstatic about his cloud collaborator. *"We use best of breed technology – which is AWS underpinned by Intel processing power – to achieve customer transformation objectives that often drive innovation, achieve greater efficiency or a greater security posture."*

Often, Morgan says, CMD's customers have already been attracted to the 14+ year relationship between AWS and Intel. Its unmatched reputation has meant Morgan and his team don't need to convince their customers of the merits of the technology. Instead, they can focus on innovative ways to use it to transform and expand customer capabilities.

That 14+ year AWS and Intel partnership is dedicated to developing, building, and supporting the cloud services that help CMD's customers to manage cost and complexity, accelerate business outcomes, and scale to meet their current and future computing requirements.

AWS + Intel for CMD: Collaboration is key

Having seen AWS in action, the decision to become a dedicated AWS consulting partner was easy for Morgan. *"AWS is at the forefront of cloud computing and we've made it our mission to know it better than any other consulting partner in Australia,"* he says.

About CMD Solutions



CMD Solutions (CMD) is a dedicated AWS consultancy born in Sydney and expanded to Melbourne and Brisbane, Australia. CMD's mission is to combine the best cloud technologies with outstanding business solutions to help CMD's customers achieve transformational business outcomes. In 2020, CMD was named the AWS Partner Network (APN) consulting partner of the year for Australia and New Zealand.

CMD Spokesperson TBC

"It's a really joint collaboration. Our team of experts has easy access to AWS and Intel experts to make sure we achieve the best results for our customers. AWS is at the forefront of cloud computing and we've made it our mission to know it better than any other consulting partner in Australia."

– Andre Morgan,
Chief Executive Officer,
CMD Solutions

"The advantage of working with AWS and Intel is that they're always coming out with new innovations and chipsets, so our customers can implement what they want when they need it."

– Theo Ziropiannis

"The combination of AWS's technology leadership in with CMD's experience results in amazing outcomes for our clients. With AWS, we're able to improve on what we've done before. We never start from scratch with a new client – we use IP, patterns or experience that we've gained from previous clients to help fast track the new project with the new client to help them get to the outcome that they're looking for, faster."

CMD works with AWS on account mapping exercises, to take its industry learnings and use those patterns to identify potential opportunities.

"Together, we approach customers with holistic solutions to solve problems and take customer businesses to the next stage," Morgan says. *"It's a highly collaborative relationship. We have a monthly jam session where we talk about their new services as well as updates on what we're doing."*

Knowing that AWS cloud is supported by exceptional hardware is icing on the cake. For example, Intel® processors provide the foundation of many cloud computing services deployed on AWS. Amazon Elastic Compute Cloud (Amazon EC2) instances powered by Intel® Xeon® Scalable processors have the largest breadth, global reach, and availability of compute instances across AWS geographies. This best-of-breed foundation provides the confidence behind the cloud solutions CMD delivers to its clients.


As the technology evolves, cloud computing makes it easy to ensure customers always have the latest and greatest. *"Maybe today you've got an M5 instance, tomorrow you can have an M6, which is going to be cheaper and more performant,"* adds Theo Ziropiannis, migration practice manager, CMD Solutions. *"The advantage of working with AWS and Intel is that they're always coming out with new innovations and chipsets, so our customers can implement what they want when they need it."*

Utilizing cloud to meet an e-commerce organization's peak demands without disruption

As a case in point, one of CMD's clients is a large Australian industrial, auto and commercial e-commerce business. This company's online auctions often attract large volumes of enthusiastic buyers – something its on-premise hosting infrastructure couldn't always support.

This client engaged CMD to create a more efficient, better performing system. It would need to be stable during high traffic periods, while also allowing the business to innovate and remain relevant to customers. CMD's challenge was to migrate the client to an AWS environment without disrupting their existing projects. *"We talked to them about auto-scaling groups and being able to scale up and scale down, and infinitely scale up to meet the peak demands of auctions, and that was one of the big reasons they decided to come to AWS."*

The client also wanted to reduce its dependence on a third party to make changes. *"They wanted to be able to spin up a simple email service mail group or get an S3 bucket and put some content into that as needed. AWS powered by Intel gives them the agility to use the right services when they need to."*



"It's exciting that, as technology evolves, we can learn it and pass on the benefit to customers. We're still in the early days of helping a lot of organizations to modernize and benefit from the cloud. It's exciting to think about what it could be like in the next five years"

– Andre Morgan,
Co-founder

CMD undertook the migration project over a period of eight months, building out the client's underlying platform within AWS with appropriate controls, then moving it into a managed service and helping to optimize and transform the service. The project has been a great success for the company, providing more stability when it needs it most, balanced by cost-effective services during slower times.

As part of its ongoing relationship, CMD is now exploring a modern data platform to support the client's business intelligence and data analytics. For example, options like data lakes can capitalize on the capabilities of AWS native services, by increasing the level of access and providing more real-time data analytics.

"Customer satisfaction is the ultimate measure," Morgan says. "But we also set out to manage consumption projections from a cost perspective. We needed to do optimization throughout the course of the project to get to that mark, and we were able to achieve it."

Building for a future of possibilities

"We've grown as an organization; AWS has had a phenomenal growth, and so has the breadth of our relationship. Their culture aligns well with ours; we've both got a strong bias for action and helping out clients to get the best outcomes."

AWS actively supports this growth, incentivizing customers to work with AWS partners to help them in their cloud migration journey. By investing in its partner network, AWS can help its own customers get better results. Funding options, like the [MAP 2.0 program](#), allow partners to innovate faster and save costs through a three-phase migration journey.

"We're continually evolving ourselves," Morgan says. "It's exciting that, as technology evolves, we can learn it and pass on the benefit to customers. We're still in the early days of helping a lot of organizations to modernize and benefit from the cloud. It's exciting to think about what it could be like in the next five years."