

Fullcast Fuels Go-to-Market Success

nClouds Secures AWS Infrastructure, Optimizes Operations

Benefits Summary



Improved Security Posture



Increased Operational Efficiency



Simplified Compliance



Cloud Cost Optimization



Enhanced Developer Velocity



About Fullcast

Fullcast's mission is to build the Go-to-Market Cloud. Fullcast enables companies to build better territories and win more deals by maximizing revenue, improving the productivity of sales teams, and increasing revenue. Fullcast connects go-to-market planning activities with tactical sales execution, enabling operations, sales, finance, and customer success teams to make continuous adjustments in response to real-time strategy changes.

Industry

Marketing

Featured Services

Migration, WAFR, Security and Compliance

Service Page Links

- [Managed Services](#)
- [Staff Augmentation Services](#)
- [Webinar: Migrating from Heroku to AWS](#)



Challenge

Fullcast engaged nClouds to address critical challenges in securing and optimizing its AWS environment and modernizing its application infrastructure. This multifaceted engagement focused on four key areas:

1

A **comprehensive audit and remediation** of AWS Control Tower to ensure alignment with business objectives and best practices.

2

A thorough **review and enhancement of IAM access controls** (users, groups, and SCPs) to eliminate security vulnerabilities and streamline permissions.

3

A similar **audit and update of MySQL database access controls** to achieve comprehensive security across the application stack.

4

A **migration of Fullcast's Heroku workloads to Amazon App Runner**, simultaneously auditing and updating access controls to align with AWS best practices and ensure seamless integration with existing AWS services.

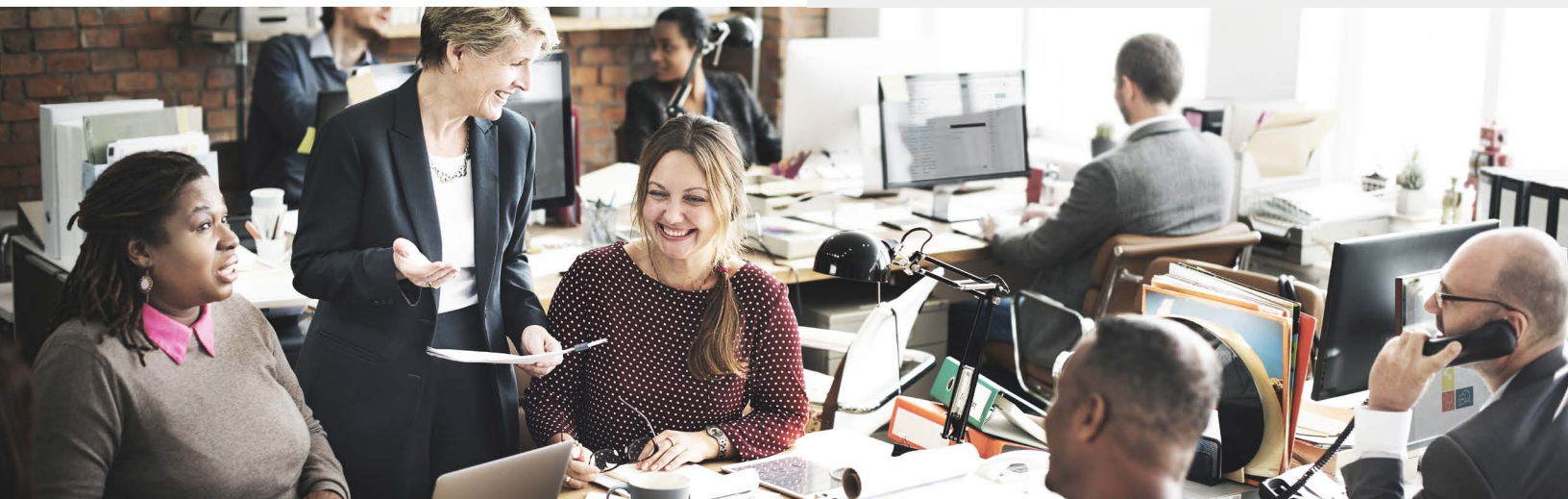
Executive Summary

Fullcast, a leader in go-to-market cloud solutions, needed to enhance its AWS security posture and optimize its application infrastructure to fuel rapid growth. Partnering with nClouds, Fullcast achieved significant improvements in security, scalability, and operational efficiency, setting the stage for accelerated expansion.



Why AWS and nClouds

Fullcast engaged nClouds because of its proven expertise in migrating workloads to AWS and in building SaaS solutions, as well as its ability to deliver comprehensive solutions to protect Fullcast's entire cloud and infrastructure environment. nClouds' services enhance security posture and ensure compliance with industry regulations, allowing Fullcast to focus on what matters most—growing its business.



Strategy and Solution

The project had a broad scope focusing on maintaining secure and efficient access control and identity management access controls across different services. In most cases, these services were already implemented but required a reconfiguration and update to ensure alignment with business objectives and best practices.

The engagement began with an exhaustive review of Fullcast's current AWS infrastructure utilizing AWS' Well-Architected Framework (WAFR). The WAFR Review is a mechanism used to teach, measure, and improve a workload based on the customer's business and technical objectives within their AWS Infrastructure. This is to provide the groundwork necessary to increase the existing infrastructure's performance, security, and efficiency while optimizing their overall AWS running costs.

Following the WAFR review, an assessment and remediation of access controls and identity management was carried out in the following areas:

- Audit AWS Control Tower implementation and identify any gaps in services that would align with business objectives or are out of alignment with best practices. Findings were reviewed with Fullcast stakeholders and documented before changes and updates to Control Tower were implemented.

- Audit access controls within IAM—including users, groups, and SCPs—to identify required access and controls. Findings were reviewed with Fullcast stakeholders and documented before changes and updates to IAM—including updating users, roles, and SCPs—were implemented.
- Audit access controls internally within the MySQL database to identify gaps in controls that align with business requirements and best practices. Findings were reviewed with Fullcast stakeholders and documented before updates to MySQL—designed to close gaps and gain better alignment with business requirements and best practices—were implemented.

Finally, nClouds completed the migration of Heroku workloads to Amazon App Runner.

- Fullcast was running two Dynos in pre-production and one in development while consuming approximately 42 Dyno units on Heroku. The applications were stateless and had been deployed on Heroku with build packs, so nClouds designed and implemented best-practice containerization of applications to be deployed to Amazon Apprunner and ensured seamless integration with other connected AWS services.

This multifaceted approach aimed to (1) establish a strong, secure, and compliant identity and access management system that aligns with industry best practices and meets the evolving requirements of Fullcast's business and (2) provide proper containerization of applications to be deployed to Amazon Apprunner.



“Carlos and the team are fantastic. Their engineers are top notch, and the customer experience has been excellent.”

— Bala Balabaskaran, CTO, Fullcast

Results and Benefits



Improved Security Posture

nClouds' IAM solution reduced unauthorized access incidents by 85%, significantly minimizing the risk of data breaches and potential costs—saving an estimated \$1.2M annually in breach-related risk exposure (based on Ponemon Institute averages).



Increased Operational Efficiency

Streamlined access controls freed up 20–30% of IT support hours, allowing teams to focus on innovation and reducing operational overhead by approximately \$150K/year.



Simplified Compliance

Automated access provisioning and audit trails led to a 50% reduction in compliance audit preparation time, accelerating SOC 2/HIPAA/GDPR readiness and reducing external audit costs by \$25K+ annually.



Cloud Cost Optimization via Amazon App Runner

Migration to Amazon App Runner delivered up to 40% cost savings in infrastructure and operations compared to traditional compute services while improving deployment speed and scalability.



Enhanced Developer Velocity

With App Runner, dev teams achieved 2x faster deployment cycles and reduced time to market by up to 50%, contributing to faster feature delivery and improved customer satisfaction.

Fullcast's partnership with nClouds demonstrates the power of a strategic approach to cloud optimization. By focusing on security, efficiency, and application modernization, Fullcast significantly enhanced its operational capabilities and fueled substantial growth. Contact nClouds to learn how we can help your organization achieve similar results.

ABOUT
nClouds

nClouds is a certified, award-winning provider of AWS and DevOps consulting and implementation services. We partner with our customers as extensions of their teams to build and manage modern infrastructure solutions that deliver innovation faster. We leap beyond the status quo.

