

## Phynd Technologies Improves Application Development and Performance in AWS with Cloudnexus

Phynd Technologies offers healthcare systems an Enterprise Provider Data Management (EPDM) solution of SaaS applications and professional services that securely gathers, manages and shares high quality provider data to improve clinical communications, revenue cycle, provider search, operational productivity and risk management. Phynd is the first healthcare IT company to offer an EPDM solution that combines external and internal data sources to create unique composite provider profiles crucial for healthcare business processes and patient care.

### CHALLENGE: Comprehensive Architecture for EPDM

The Phynd Platform, the core of the EPDM solution, is an integration engine that manages import of data 24/7, critical to the Phynd business. Phynd was looking for an updated baseline architecture that would balance immediate technology needs/constraints, along with the economic allocation of resources. The new architecture would need to be robust and flexible enough to accommodate as-yet unidentified requirements, while allowing for the potential expansion or consolidation of resources in the future.

Although Phynd was already working with an AWS managed service provider (MSP), they were not getting the level of service they needed. Specifically, they wanted to know the real-time status of their applications at all times and, if an issue arose, that there was a documented set of processes to mitigate and resolve the issue(s) without any customer impact.

*"We needed monitoring, alerting and general management of our Phynd AWS environment... We originally chose a different vendor but they couldn't deliver good results... It was our Architect who did the analysis and chose Cloudnexus." -Peter White, Product and Strategy, Phynd Technologies*

### SOLUTION: Cloudnexus is on the Case

Phynd chose Cloudnexus to support their AWS environment and immediately saw the impact of the Cloudnexus MSP framework. Cloudnexus initially helped Phynd migrate and refactor their existing environment into a scalable, highly-available, and forward-facing architecture.

*"Cloudnexus is an end to end solution provider for us. As we have grown we have added more services from Cloudnexus including VPN connections and 3rd party software. Cloudnexus has provided lower cost of ownership, more functionality, better service with AWS." - Peter White, Product and Strategy, Phynd Technologies*

Then, via a phased approach, Cloudnexus helped Phynd transform and innovate by integrating cutting-edge technologies and practices into their application design, deployment & delivery. Some examples include replacing/augmenting existing components with SQS queues, ElastiCache & CloudSearch, transitioning the database tier to the highly scalable and durable AWS Aurora managed relational database service, orchestrating secure software defined networks (SDNs) between Phynd and their client base, and introducing DevOps methodologies with Elastic Beanstalk.

Using an AWS-centric best-practices approach, coupled with state-of-the-art account configuration tools including Cloudnexus's own vNOC management system, Cloudnexus allowed Phynd to focus on their application and their clients. Cloudnexus was able to provide 24/7 operational support including resolving issues at the instance or operating system level, assistance with third-party software, new client onboarding, coordinating with Phynd personnel, ensuring routine maintenance and runbook-related tasks were properly

communicated, etc. Cloudnexus's global team of support engineers seamlessly support Phynd's application environment, meeting the organization's operational needs and delivering a superior experience in AWS.

### BENEFITS: Real-time Support; Coordinated Diagnosis & Resolution; Creating Partnership Synergy

Phynd has benefited from a strong partnership with AWS and Cloudnexus. Due to their long-standing relationship with AWS as a Premier Consulting Partner and Managed Services Partner, Cloudnexus was able to take full advantage of the tools AWS had to offer. Cloudnexus knew how to properly architect the environment end-to-end and eliminate tedious, manual, operational tasks with their vNOC platform. Furthermore, Cloudnexus implemented a complete monitoring and alerting solution, along with custom, predefined remediation procedures to ensure Phynd was able to mitigate any service outages. Additionally, Cloudnexus helped Phynd reduce costs through instance optimization, instance reservation, and by refactoring application components into cloud-native "as-a-service" counterparts that would ultimately improve application availability, durability, and performance. Phynd Technologies has been very happy with the professional service and responsiveness of the Cloudnexus team, and their deep and current knowledge of AWS. Cloudnexus was originally introduced to Phynd by Phynd's AWS account manager. After a careful review and analysis of top tier MSPs, the Phynd systems architect chose Cloudnexus based on the diversity and breadth of AWS experience. The partnership with Cloudnexus has been a great experience and Phynd would definitely recommend Cloudnexus to a friend or colleague.

*"We couldn't run our business without Cloudnexus!" -Tom White, CEO, Phynd Technologies*