



## AWS Use Case: Auto3P MSP Solution

### Customer Overview

Auto3P, a global automotive parts distributor, needed a comprehensive MSP to manage their expanding AWS infrastructure, security, compliance, and day-to-day DevOps operations across multiple regions including China.

### Business Challenge

Auto3P faced several critical challenges:

- **Compliance & Regulation:** Need for BCP (Business Continuity Planning) regulatory compliance across multiple jurisdictions
- **Security Management:** Required 24/7 security monitoring and threat detection
- **Global Infrastructure:** Complex requirements for AWS-China account integration and management
- **Operational Efficiency:** Lack of in-house DevOps expertise for daily operations and infrastructure management
- **Monitoring & Observability:** Need for comprehensive application and infrastructure monitoring
- **Resource Constraints:** Limited internal resources to manage cloud infrastructure while focusing on core business

### MSP Solution Provided

Cloudride partnered with Auto3P to provide comprehensive managed services covering:

#### 1. BCP Regulation & Compliance Walkthrough

- Conducted comprehensive Business Continuity Planning assessment



- Implemented disaster recovery strategies aligned with regulatory requirements
- Regular compliance audits and documentation
- Backup and recovery procedures across all AWS regions

## **2. Skyhawk Security Integration**

- Deployed and configured Skyhawk Security for threat detection
- 24/7 security monitoring and incident response
- Regular security assessments and vulnerability scanning
- Security policy implementation and enforcement

## **3. Datadog Integration & Monitoring**

- Full-stack observability implementation with Datadog
- Custom dashboards for application and infrastructure metrics
- Proactive alerting and anomaly detection
- Performance optimization based on monitoring insights

## **4. AWS-China Account Integration**

- Set up and configured AWS-China accounts in compliance with local regulations
- Established secure connectivity between global and China regions
- Managed the complexity of operating in China's unique regulatory environment
- Ensured data residency and sovereignty requirements were met

## **5. Day-to-Day DevOps Assistance**

- Infrastructure as Code (IaC) management using Terraform/CloudFormation
- CI/CD pipeline management and optimization
- Regular infrastructure updates and patching
- Cost optimization and resource right-sizing



- On-demand support for application deployments
- Incident response and troubleshooting

### **AWS Services Utilized**

- AWS Organizations (Multi-account management)
- AWS China Regions
- Amazon CloudWatch (supplemented with Datadog )
- AWS Backup
- AWS Security Hub (integrated with Skyhawk)
- Amazon VPC (Global connectivity)
- AWS IAM (Identity and Access Management)
- AWS Systems Manager
- AWS CloudFormation/Terraform
- Amazon EC2
- Amazon RDS for Oracle



## **Results & Benefits**

- ✓ 99.9% uptime achieved across all regions including China
- ✓ 40% reduction in security incidents through proactive monitoring
- ✓ Full compliance with BCP regulations and audit requirements
- ✓ 60% faster incident response times with 24/7 MSP support
- ✓ 30% cost savings through continuous optimization
- ✓ Zero downtime migration to China regions
- ✓ Enhanced visibility with comprehensive Datadog monitoring
- ✓ Freed internal resources to focus on core business initiatives

## **Customer Testimonial**

"Partnering with Cloudride as our MSP has transformed our AWS operations. Their expertise in managing our global infrastructure, including the complex AWS-China integration, has been invaluable. The DevOps support and security monitoring give us peace of mind, while their BCP compliance guidance ensures we meet all regulatory requirements. We can now focus on growing our business instead of managing infrastructure."

## **Chief Revenue & Product Officer and Partner, Auto3P**

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## **Key Differentiators of This MSP Approach**

1. Comprehensive Coverage: End-to-end managed services from security to compliance
2. Global Expertise: Specialized knowledge in AWS-China operations
3. Proactive Management: 24/7 monitoring and support, not just reactive troubleshooting
4. Compliance-First: Built-in regulatory compliance and BCP planning



## 5. Best-of-Breed Tools: Integration of leading solutions like Datadog and Skyhawk Security

### **Describe TCO Analysis Performed:**

#### **The Analysis Journey**

When Auto3P first approached Cloudrise, they were experiencing the all-too-common pain of managing AWS infrastructure in-house. Their IT Director knew something wasn't working—the team was stretched thin, projects were delayed, and costs seemed to keep climbing—but they needed concrete evidence to justify a change.

Cloudrise's TCO analysis began with a deep discovery process. Over several weeks, the team interviewed Auto3P's DevOps engineers, reviewed their AWS bills, examined incident reports, and talked with business stakeholders about the real impact of downtime and delays.

#### **Uncovering the Hidden Cost**

The analysis revealed costs that Auto3P hadn't fully considered. Yes, they knew what they paid their DevOps team, but what about the constant recruitment cycle? Good DevOps engineers are hard to find and harder to keep. The analysis captured the cost of hiring, onboarding, and the inevitable knowledge loss when someone left.

Then there were the "invisible" costs. The analysis quantified how much revenue Auto3P lost during outages—not just the technical incident, but the ripple effects: customer service calls, lost sales, damaged reputation. The team discovered that manual processes and reactive firefighting meant new features took months instead of weeks to deploy, representing real opportunity cost.

The AWS-China operations were particularly eye-opening. Auto3P was paying external consultants on an ongoing basis just to navigate the complexity of Chinese regulations and AWS China's unique requirements. Their security tools, while expensive, still left gaps that kept the CISO up at night.



## **The MSP Alternative**

Cloudride then modeled what the same operations would look like under their MSP solution. The analysis showed how consolidating services under a single provider would work. Instead of maintaining a full DevOps team internally, Auto3P could redirect those resources to product development and innovation—their actual competitive advantage.

The MSP model included enterprise-grade security monitoring through Skyhawk and comprehensive observability with Datadog, tools that would have been cost-prohibitive for Auto3P to implement and manage themselves. But at MSP scale, with volume licensing and operational expertise, these became affordable.

## **The Optimization Factor**

A critical part of the analysis examined infrastructure efficiency. Cloudride's engineers found that Auto3P was over-provisioned in some areas and under-provisioned in others. Resources ran 24/7 when they could be scheduled. Reserved Instance opportunities were being missed. Storage tiers weren't optimized. The analysis projected ongoing cost optimization as a continuous benefit of the MSP relationship, not a one-time cleanup.

## **Risk and Continuity Considerations**

The TCO analysis also factored in business continuity. What would happen if one of Auto3P's two DevOps engineers left? What was the cost of maintaining after-hours coverage with such a small team? How much was burnout costing in terms of mistakes and slower delivery?

Under the MSP model, Auto3P would have access to a deep bench of specialists - experts in security, compliance, AWS-China operations, and infrastructure optimization - without the overhead of employing them full-time.

## **The Compliance Premium**

BCP regulation compliance was another significant finding. Auto3P was spending considerable resources trying to maintain compliance, bringing in external auditors, and documenting procedures. The analysis showed how the MSP's built-in compliance framework and continuous audit readiness would transform compliance from a periodic scramble into an ongoing, managed process.



## **Time-to-Value Analysis**

Beyond pure cost comparison, the analysis examined time-to-value. How quickly could Auto3P deploy to new regions? How fast could they respond to security threats? How much faster could they ship new features with professional DevOps support? The analysis quantified these timing improvements and translated them into a competitive advantage.

## **The Three-Year Projection**

The analysis projected costs over 3 years, accounting for growth. Auto3P's business was expanding, which in the self-managed model meant hiring more engineers, more tools, and more complexity. In the MSP model, the service scaled elastically with their needs without requiring proportional increases in headcount or overhead.

The analysis also factored in cost inflation for salaries and tools in the self-managed scenario, while MSP pricing remained predictable and contractually fixed.

## **The Decision Framework**

What made the TCO analysis compelling wasn't just the cost differential—it was the transformation of unpredictable, variable costs into a predictable operational expense. It was the conversion of reactive crisis management into proactive optimization. It was the reallocation of expensive technical talent from infrastructure maintenance to business innovation.

The analysis gave Auto3P's leadership the evidence they needed: partnering with an MSP wasn't just cheaper – it was strategically smarter. They could focus on what made them successful in the automotive parts business while leaving AWS operations to specialists who did it at scale.

## **The Validation**

Six months after implementation, Cloudride conducted a post-deployment TCO validation. The projected savings were holding up, but more importantly, Auto3P was moving faster, sleeping better, and focusing on growth rather than infrastructure management. The business case had been validated not just in dollars, but in operational excellence and strategic focus.



## Lessons Learned:

### The Transition Period: Set Realistic Expectations

One of the earliest lessons from the Auto3P engagement was the importance of managing expectations during the transition. While everyone was eager to see immediate improvements, the team learned that moving from self-managed to MSP operations is a journey, not a flip of a switch.

- **The Challenge:** Auto3P initially expected all services to be optimized within the first month. In reality, understanding their unique business context, application dependencies, and operational patterns took time.
- **The Insight:** Cloudride learned to structure the transition in clear phases—stabilize first, then optimize. The first 90 days focused on knowledge transfer, baseline monitoring, and preventing any service disruptions. Only after establishing stability did the team move into aggressive optimization and enhancement.
- **The Takeaway:** Future engagements now include a formal "stabilization period" with clearly defined milestones, helping customers understand that sustainable improvements come from deep understanding, not quick fixes.

### Documentation Debt is Real

Auto3P's internal team had been running fast for years, and like many growing companies, documentation had fallen behind. This created unexpected challenges during the handoff.

- **The Challenge:** Undocumented custom scripts, tribal knowledge about "why we did it that way," and gaps in architecture documentation meant the Cloudride team had to do significant detective work.
- **The Insight:** The MSP engagement became an opportunity to pay down technical debt. As Cloudride's team learned the environment, they documented everything—creating the operational runbooks that Auto3P had never had time to build.
- **The Takeaway:** Now, part of every MSP onboarding includes a "documentation sprint" where both teams work together to capture institutional knowledge



before it walks out the door. This documentation becomes a valuable asset for the customer, even beyond the MSP relationship.



## China Operations: Complexity Multiplied

The AWS-China integration proved more complex than either party initially anticipated. It wasn't just about different regions—it was about different regulations, different compliance frameworks, and even different AWS service availability.

- **The Challenge:** Initial timelines for China integration were too optimistic. The regulatory approval process, ICP licensing, and data sovereignty requirements added weeks to the schedule.
- **The Insight:** Cloudrive learned that China operations require specialized expertise and can't be treated as "just another region." The engagement led to developing a dedicated China operations playbook and partnering with local experts.
- **The Takeaway:** For customers with China requirements, the MSP now conducts a separate deep-dive assessment specifically for China operations, with dedicated timeline and resource planning. This has become a competitive differentiator, as many MSPs shy away from China complexity.

## Security Can't Wait

One lesson learned the hard way: security implementation should be front-loaded, not phased in gradually.

- **The Challenge:** The original plan was to implement basic monitoring first, then layer in Skyhawk Security over the following months. Three weeks into the engagement, Auto3P experienced a security incident that could have been caught with the advanced monitoring.
- **The Insight:** While the incident was contained quickly (thanks to Cloudrive's incident response), it highlighted that security gaps don't wait for implementation schedules. The team pivoted to accelerate security tooling deployment.
- **The Takeaway:** Security is now implemented in week one of every MSP engagement, not phase two. The methodology changed to "secure first, optimize second." This has prevented similar incidents with subsequent customers.



## Communication Cadence Matters

Finding the right rhythm for customer communication proved to be a balancing act.

- **The Challenge:** Initially, Cloudride provided detailed technical updates weekly. Auto3P's IT Director appreciated the transparency, but business stakeholders found it overwhelming and wanted monthly executive summaries instead.
- **The Insight:** Different stakeholders need different communication. Technical teams want detailed operational reports. Executives want business impact summaries. Finance wants cost optimization tracking.
- **The Takeaway:** The MSP developed a tiered communication framework: daily operational channels for technical teams, weekly summary reports for IT leadership, and monthly executive dashboards for C-level stakeholders. This ensures everyone gets the information they need without noise.

## The "Shadow IT" Discovery

During the Datadog integration, the monitoring revealed AWS resources that Auto3P's IT team didn't know existed—developer sandbox accounts, experimental instances, and forgotten test environments.

- **The Challenge:** These shadow IT resources represented both cost leakage and security risks. They'd been created with good intentions but never properly managed or decommissioned.
- **The Insight:** This discovery led to implementing proper AWS Organizations governance and account vending processes. Instead of fighting shadow IT, the solution provided developers with proper sandboxes that had guardrails and automatic lifecycle management.
- **The Takeaway:** Shadow IT isn't a discipline problem – it's a process problem. The MSP now includes governance frameworks from day one, giving teams the agility they need within secure boundaries.

## Burnout Recovery Takes Time

Auto3P's internal DevOps team had been operating in crisis mode for so long that they initially struggled to transition to a more strategic role.

- **The Challenge:** Even after the MSP took over daily operations, the internal team kept jumping into firefighting mode, sometimes creating duplicate work or confusion.



- **The Insight:** The team was experiencing classic burnout symptoms: hypervigilance, difficulty delegating, and scepticism that help had actually arrived. It took several months and consistent MSP performance to build trust.
- **The Takeaway:** Cloudride now recognizes burnout as a transition challenge and works with customers on "letting go" strategies. This includes regular trust-building exercises, clear escalation paths, and celebrating successful handoffs. The human side of MSP transition is as important as the technical side.

### **Cost Optimization is Continuous, Not One-Time**

An early win was identifying and eliminating obvious waste in Auto3P's AWS environment. But the team learned that this shouldn't be treated as a project with an end date.

- **The Challenge:** After initial optimization, there was a temptation to declare victory. But cloud environments are dynamic—new services launch, usage patterns change, pricing models evolve.
- **The Insight:** Optimization is a continuous discipline, not a one-time event. Cloudride implemented monthly FinOps reviews and automated cost anomaly detection.
- **The Takeaway:** The MSP service model now includes continuous optimization as a core deliverable, with monthly reports showing incremental improvements. This keeps cost management front-and-center and demonstrates ongoing value.

### **BCP Compliance: Culture Change, Not Just Checkboxes**

Achieving BCP compliance wasn't just about implementing technical controls—it required a culture shift in how Auto3P thought about business continuity.

- **The Challenge:** Initial compliance efforts focused on documentation and technical implementation, but the real test came during the first disaster recovery drill. Execution was messy because people didn't understand their roles.
- **The Insight:** Compliance frameworks are only as good as the people executing them. The engagement evolved to include regular training, tabletop exercises, and clear runbook procedures.
- **The Takeaway:** MSP compliance services now include quarterly DR drills and semi-annual tabletop exercises. Compliance is treated as an operational capability, not just audit paperwork.



## Integration Over Point Solutions

Auto3P had accumulated various monitoring, security, and management tools over the years, creating alert fatigue and fragmented visibility.

- **The Challenge:** Initial attempts to integrate all existing tools created complexity. Some tools overlapped, others had gaps, and correlating data across platforms was difficult.
- **The Insight:** Sometimes the best integration strategy is consolidation. By standardizing on Datadog for monitoring and Skyhawk for security, the team created unified visibility that was more powerful than the sum of individual tools.
- **The Takeaway:** MSP engagements now include a tool rationalization phase—evaluating existing investments and making strategic decisions about what to keep, what to sunset, and what to add. Integration trumps accumulation.

## Success Metrics Need Agreement Upfront

There was initial misalignment about what "success" looked like for the MSP engagement.

- **The Challenge:** Cloudride was tracking technical metrics (uptime, incident response times, cost savings), but Auto3P's CFO cared more about business metrics (deployment velocity, time-to-market, revenue protection).
- **The Insight:** Technical excellence matters, but business outcomes matter more. The engagement succeeded when metrics were reframed around business impact.
- **The Takeaway:** MSP contracts now include agreed-upon success criteria that map technical performance to business outcomes. Monthly business reviews focus on how infrastructure improvements translate to competitive advantage.

## The Partnership Mindset

Perhaps the most important lesson was about the nature of the relationship itself.

- **The Challenge:** Initially, both sides approached this as a vendor-customer relationship – transactional and somewhat adversarial. This created friction around scope, responsibilities, and expectations.
- **The Insight:** The engagement transformed when both parties shifted to a partnership mindset. Auto3P began treating Cloudride as an extension of their



team, and Cloudride began thinking strategically about Auto3P's business goals, not just their technical requirements.

- **The Takeaway:** Successful MSP relationships are partnerships, not vendor contracts. This realization shaped how Cloudride structures engagements—focusing on alignment of incentives, shared success metrics, and collaborative problem-solving rather than rigid SLAs and scope boundaries.

## Looking Forward

The Auto3P engagement taught both parties invaluable lessons that have shaped how MSP services are delivered going forward. What started as a cost-saving initiative evolved into a strategic partnership that transformed how Auto3P operates in the cloud.

The ultimate lesson: MSP success isn't measured in tickets closed or costs reduced—it's measured in how much faster, safer, and more confidently the customer can pursue their business objectives. When infrastructure becomes an enabler rather than a constraint, everyone wins.

These lessons continue to inform every new engagement, creating a virtuous cycle of improvement that benefits all of Cloudride's MSP customers.