



Wealthify

Case Study

Accelerating the ability to scale, enhancing IT performance, and implementing fast feedback loops by making cloud migration seamless.

The Customer

Wealthify is a fast-growing online investing service that enables people to get an investment plan built for them quickly and easily by a team of experienced and qualified investment professionals, and then managed on an ongoing basis.

Headquartered in Cardiff, the robo-investor makes investing simple and affordable for people of all backgrounds. It's on a mission to democratise the investment industry by helping break down barriers and allowing more savers to become investors.

Customers can invest as little, or as much as they like, from £1 to £1 million. The service is available both online and via the mobile app. In late 2017, British insurance giant Aviva bought a majority stake in the firm. Its co-founder and CEO, Richard Theo, currently serves as the UK Government's Fintech envoy for Wales.



At A Glance

Since launching in 2016, Wealthify has quickly grown from an initial idea into an innovative technology business with massive ambitions. After entering a partnership with Aviva last year, it began a major scale-up campaign.

The company was relying on a traditional, physical hosting infrastructure, but due to increased demand from users, it needed a more reliable setup that could handle its growth plans. A cloud environment where Wealthify could scale on-demand was considered the best option going forward.



To speed up this process and ensure a seamless transition to the cloud, Wealthify enlisted the support of a trustworthy and experienced IT consultancy, DevOpsGroup. After a public cloud assessment was conducted by DevOpsGroup, Microsoft Azure was chosen as the best cloud option for building, testing, deploying and managing applications at speed. DevOpsGroup provided Wealthify with a comprehensive plan detailing how its IT infrastructure would be modernised.

The Challenge

Currently, Wealthify has around 10,000 customers. The partnership with Aviva gives Wealthify the opportunity to provide investment services to Aviva's millions of UK customers and help them to make their money work harder.

Relying on physical infrastructure would have meant that Wealthify didn't have the capacity to build, deploy and host new products and features as it continues to grow. Without having the ability to bring new services to market rapidly, Wealthify's customers could easily resort to using competing products.

Strained infrastructure can mean the delivery of software is often slow, prone to errors, time-consuming and expensive. Essentially, Wealthify had outgrown the technology that proved useful in the early days and required an alternative that could streamline the delivery process, reduce IT costs and eliminate errors.

To enable a rapid scale-up operation, Wealthify needed 24/7 cover and support from an experienced infrastructure provider. However, rather than opting for a traditional managed service, it wanted a company that understood the needs of an actively developed application. Wealthify's focus is staying lean and building great products that customers want, rather than having to learn operational expertise.

The Solution

"DevOpsGroup has played a pivotal role in helping us rebuild our cloud infrastructure to respond to growing demand from customers and bring new applications to market at speed.

"An innovative, experimental culture is critical to our success as a fast-growing fintech company, and we now have the means to build, deploy and host new products and features as we continue to grow," said Michael Ashford, CTO of Wealthify.



We now have the means to build, deploy and host new products and features as we continue to grow.

*Michael Ashford,
CTO of Wealthify*





To help Wealthify become a cloud-native company, we've taken a completely DevOps approach to its migration. We've done a number of exciting things, such as rebuilding all of the company's infrastructure and configuration as code; moving its database into Azure SQL; and improving its automated deployments with Octopus.

Wealthify was drawn to Microsoft Azure not only because it's one of the most popular cloud platforms on the market, but because it's constantly evolving and gives organisations the capabilities to respond to business challenges quickly and easily.

With the platform, users can build, deploy and manage their applications on Microsoft's global data centre network. As a result, they can accelerate product development, operations and scalability. However, migrating to Azure takes time and expertise, and that's where DevOpsGroup has been able to help.

First, DevOpsGroup mapped out Wealthify's existing infrastructure and how it would be migrated to Azure. During the initial stages of the engagement, DevOpsGroup's experienced cloud engineers and consultants sat down with the company's team to better understand the tools they were using and develop a comprehensive cloud migration plan. This outlined what Wealthify's infrastructure would look like in Azure, as well as the approach that would be taken to move Wealthify's data and services with absolute minimal disruption to users.

After laying the foundations, DevOpsGroup was able to start the migration phase and build out the infrastructure in Azure. The process began with some of the less application specific-elements, and a user acceptance testing environment was set up. Then the appropriate environment to host the Wealthify application was built.

Once this part of the project was signed off, DevOpsGroup started migrating Wealthify's production application into Azure and made sure it worked as expected. Since the migration, Wealthify's .net and IaaS services have been moved into PaaS. Impressed with the solution, Wealthify has become a fully-fledged CloudOps client, which means DevOpsGroup will continue to maintain and update the infrastructure.

The Benefits

Catering to demand

With the backing of Aviva, Wealthify's investment platform could potentially attract millions of customers. Azure will provide Wealthify with the means to cater for increasing demand from consumers.

Speed to market

As Wealthify takes on more customers and continues to operate in a competitive marketplace, it'll need to keep developing and deploying innovative services. The fintech firm now has the infrastructure and capacity to focus mindshare on building great products that customers want.

Cost reductions

Instead of spending money on heating, cooling, powering and updating physical servers, Wealthify can focus its time, attention and resources on developing amazing products for its growing customer base.

Enhanced performance

Performance across the board - both internal and external - has been accelerated. Before moving over to Azure, SQL jobs would take two hours for the Wealthify team to complete. Now, this has been reduced to 30 minutes.

Continuous feedback

Through the cloud infrastructure, Wealthify also has access to rapid feedback loops. This means it can continue to refine the product and user experience and disrupt a highly competitive marketplace.

The End Point

As a high-growth technology company, Wealthify has the cloud infrastructure to respond to increasing demand from customers and to transform the financial services market. DevOpsGroup was able to speed up the migration process by applying a unique agile and DevOps approach.

About DevOpsGroup

DevOpsGroup enables High-Performance IT by combining modern cloud platforms with DevOps practices.

We help enterprises to engineer modern cloud infrastructures, accelerate their transitions to DevOps ways-of-working, and upskill their teams to become future-ready High-Performance IT practitioners and leaders.

Over the years, we've worked with more than 80 clients across a plethora of markets and sectors - including household names such as Admiral, Vodafone, BAE Systems, the DVLA and Waitrose.

If you'd like to discuss how we can accelerate your digital transformation journey, contact us on **0800 368 7378** or team@devopsgroup.com.

To read more on DevOps, Digital Transformation, and how we partner with our clients to aid their DevOps journey, visit our website www.devopsgroup.com and our blog www.devopsgroup.com/blog

Enabling High Performance IT

 0800 368 7378  team@devopsgroup.com

 @DevOpsGroup  www.devopsgroup.com