

CUSTOMER STORY

Accelerating cost savings and cloud independence: How Arise transformed automation with RapidScale



Arise, a technology-driven services provider enabling flexible, work-from-home customer support, partnered with RapidScale to modernize its automation platform under an aggressive timeline. In just two months, Arise transitioned from a rigid monolithic system to a scalable microservices architecture, achieving 66% cost savings while gaining long-term flexibility and independence.

Arise's success depends on balancing agility, security, and cost efficiency, particularly as their clients' needs fluctuate.

Challenge

As a platform connecting micropreneurs from around the globe with enterprise clients, Arise depends on secure, scalable, and flexible technology to support fluctuating demand.

However, Arise's critical automation coordination system carried a fixed cost structure and limited flexibility. Leadership recognized that continuing with the existing platform would prevent the company from achieving near-term cost savings and adapting automation workflows to future needs.

Key challenges included:

- Rigid, monolithic architecture with limited customization capabilities
- High fixed costs that did not align with variable business demand
- Urgent need for cost savings tied to a strict financial timeline
- Inability to fully control or extend automation capabilities

Compounding the challenge was an extremely aggressive timeline. The business faced a clear inflection point: modernize quickly or absorb another year of unnecessary cost.

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"Being able to work together as if we were one company was the number one thing that stood out when partnering with RapidScale. They understood the urgency, they understood the criteria, and they made sure we could succeed even after the project ended."

Brian Welch,
Director of IT Operations
Arise



Solution

After consulting with AWS, Arise was introduced to RapidScale, an AWS Premier Partner, as the ideal partner to rearchitect its automation platform and meet a highly compressed timeline. RapidScale delivered a cloud-native transformation strategy focused on speed, flexibility, and long-term value:

This solution included several key components:

Modern Cloud Architecture

- Transitioned from a monolithic system to a microservices-based architecture with AWS
- Leveraged AWS Step Functions and cloud-native services to orchestrate automation workflows
- Enabled a pay-as-you-go cost model, aligning spend with actual usage

Cost Optimization & Funding Alignment

- Implemented AWS MAP-aligned migration strategy to support the transformation
- Applied cost optimization best practices, including tagging and cost governance to optimize cloud spend

Accelerated Delivery Model

- Compressed traditional discovery, design, and execution phases into a two-month delivery window while still maintaining clarity and alignment
- Conducted real-time decision-making and collaborative working sessions to eliminate delays

Knowledge Transfer & Enablement

- Embedded hands-on training and knowledge transfer throughout the engagement

Business outcome

Modernizing its automation platform on AWS with RapidScale delivered immediate financial impact and long-term strategic value. As a result, Arise achieved:



Quantifiable Results:

- > 66% reduction in system costs
- > Two-month time-to-value, enabling Arise to realize savings within the required window
- > Transition from fixed-cost infrastructure to consumption-based pricing



Operational & Strategic Impact:

- > Increased flexibility to build and scale automation use cases on demand
- > Expanded ability to automate previously unsupported workflow
- > Reduced dependency on third-party systems



Quantifiable Results:

- > Shift from constrained system management to an innovation-driven automation strategy
- > Positioned the organization to adapt quickly to changing client and workforce demands

Beyond immediate cost savings, the engagement delivered long-term strategic benefits. Arise reduced dependency on a proprietary system and gained the internal capability to build and evolve automation workflows independently.

Speak to a RapidScale cloud expert today: meet@rapidscale.com

Why RapidScale

The RapidScale team focused beyond its ability to just deliver technology, and aimed to deliver outcomes aligned to urgency and business goals. Rather than acting solely as implementers, RapidScale prioritized customer enablement and independence. The team not only built the initial solution but ensured Arise's engineers could extend and manage it independently after go-live.



The partnership delivered:



A SEAMLESS COLLABORATION MODEL

RapidScale established direct communication between technical teams, minimizing bottlenecks and operated as a unified team, reducing reliance on formal project management overhead.



SPEED WITHOUT COMPROMISE

RapidScale compressed traditional project phases while maintaining, clear communication, real-time collaboration, and continuous progress.



A ENABLEMENT - FIRST APPROACH

Rather than creating dependency, RapidScale focused on teaching Arise how to build and manage their own solutions and provided ongoing support while empowering autonomy.



TRUE PARTNERSHIP MODEL

Teams worked as a unified unit, enabling faster decision-making, reducing friction, and achieving greater overall efficiency.

For Arise, RapidScale stood out by combining AWS technical expertise, speed of execution, and a true partnership mindset.

**Unbiased Cloud.
Uncompromising Outcomes.**

meet@rapidscale.com

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