



華人置業集團

CHINESE ESTATES HOLDINGS LIMITED

Client

Chinese Estates Holdings Limited

Industry

Property Development

Service

AWS Cloud Enablement Services
Application Re-Architect
AWS Managed Services

Challenges

Existing app cannot handle spiky traffic due to marketing and promotion programs.

A necessity on complete security protection solutions on various scale of web & app with the lowest running cost, high stability to achieve security and time-to-market.

Cloud skillsets and manpower to manage cloud resources are lacked.

Solutions

Leveraged AWS Native Content Delivery Network tools – Amazon CloudFront, EC2, RDS, and S3. Enhanced mobile app user experience and saved the hosting cost and deployment time.

HKBNES Helps CHEL Re-Architect Applications and Host on AWS

Chinese Estates Group is one of the leading property developers in Hong Kong. Chinese Estates Holdings Limited is the holding company of the Group and it is publicly listed on The Stock Exchange of Hong Kong Limited with stock code: 127.

Chinese Estates' core businesses comprise property investment for rental and property development for sale. The Group focuses primarily in Hong Kong and diversifies its property interests in mainland China and the United Kingdom.

Chinese Estates launched a Mobile App in 2017 for its shopping mall membership system. In order to comply with General Data Protection Regulation (GDPR), Chinese Estates needed a secured platform to host the Mobile App. They also received complaints from app users on app load time and server down problem during peak traffic time.

Meanwhile, Chinese Estates also experienced application down problem once any promotion program was launched by Marketing team.

Attention Brought Back to Core Business

Chinese Estates chose Amazon Web Services (AWS) because of its platform maturity and GDPR compliant. In addition to AWS' own compliance, AWS is committed to offering services and resources that can help customers comply with GDPR requirements that may apply to their activities. New features are launched regularly, and AWS has 500+ features and services focused on security and compliance.

As an accredited AWS Advanced Consulting Partner, HKBNES responded to Chinese Estates' requirements professionally and quickly - be it designing the infrastructure on AWS that could adapt to the platform's traffic fluctuations, managing overall cloud deployment or running platform stress tests to guarantee a smooth running on the AWS cloud. HKBNES has come up with a highly available and scalable WebApp hosting architecture for Chinese Estates.

Besides, Chinese Estates used HKBN Managed Services to support its Cloud operation. By leveraging HKBN's cost management and optimization tools, Chinese Estates generated extra 20% savings by EC2 resizing and RI purchasing.

