

OPTIIM

CLOUD. ENGINEERED.

CASE STUDY

Re-Aligning Cloud Strategy and Restoring Control Across a Global SaaS Platform

48 hrs

to deploy a secure AWS foundation, down from 4+ weeks

Cloudbooking · UK-headquartered global SaaS platform

CLIENT OVERVIEW

Cloudbooking is a UK-headquartered SaaS provider delivering workplace and resource management solutions to a global client base, supporting hybrid working across multiple regions.

With approximately 40 employees and annual revenues of around 6M GBP, the platform is central to both customer experience and ongoing growth.

THE CHALLENGE

Cloudbooking had undergone a significant cloud transition, investing heavily in a move towards Azure over a two-year period. As the business evolved, it became clear the platform required a different direction.

At the point Optiim engaged:

- The environment was partially split between Azure and AWS
- AWS remained business-critical but lacked structure and governance
- Internal AWS knowledge had reduced, creating a single point of dependency risk
- The existing AWS estate had evolved without documentation or control
- Multiple environments operated within a single account

A full assessment revealed the scale of the issue: 32 security vulnerabilities identified, including 6 critical risks.

In addition, the platform remained dependent on Microsoft technologies, requiring a hybrid approach during transition.

This created a critical situation: a fragmented cloud strategy, rising risk exposure, and an environment that could not be confidently scaled, secured, or operated.

OPTIIM'S APPROACH

Optiim worked with leadership to stabilise the AWS platform while enabling a pragmatic hybrid-cloud strategy and long-term transformation.

1 Regaining Visibility & Reducing Risk

We conducted a full security and architecture assessment, identifying vulnerabilities, inefficiencies, and structural weaknesses. Critical risks were prioritised and remediated immediately, stabilising the environment before further change.

2 Strategic Re-Architecture Decision

Rather than applying short-term fixes to an unstable platform, Optiim recommended a re-architecture aligned to AWS best practices. This ensured:

- Long-term platform viability (5 to 10 year horizon)
- Avoidance of repeated remediation costs
- A scalable, future-ready foundation

3 Rebuilding the AWS Foundation

Using Infrastructure as Code, Optiim deployed a new AWS organisational structure aligned to Secure Reference Architecture (SRA):

- Secure multi-account architecture
- Centralised governance and control
- Consistent security policies across environments
- Full visibility across the AWS estate

This foundation was deployed rapidly, within hours and days rather than traditional timelines.

4 Hybrid Integration & Phased Transition

Recognising Microsoft dependencies, Optiim maintained a hybrid operating model, allowing the platform to function while transformation progressed over time.

5 Transformation-as-a-Service

To support the scale of change, Optiim introduced a Transformation-as-a-Service model:

- Immediate delivery of platform improvements
- No large upfront capital requirement
- Costs distributed over a 24-month period
- Alignment of delivery with business growth

THE OUTCOMES

- **Eliminated critical security risks across the AWS environment**
- **Restored full control of a previously unmanaged platform**
- **Introduced visibility, governance, and operational clarity**

- Enabled hybrid cloud operation during transition from Azure dependency
- Reduced environment deployment time from 4+ weeks to 48 hours
- Improved cost visibility across a 32K GBP / month cloud estate
- Delivered transformation without upfront financial strain

Cloudbooking moved from a fragmented, high-risk environment to a platform that is controlled, scalable, and aligned to its long-term future.

WHY OPTIIM

Optiim helps businesses regain control when cloud environments become complex, fragmented, or misaligned to strategy. We combine technical expertise with commercial flexibility, ensuring transformation is not only delivered, but achievable.

READY TO MOVE FORWARD?

If your cloud platform has evolved without structure, or your strategy is split across technologies without clear direction, Optiim provides the clarity, control, and capability to move forward.