

STRENGTHEN THE DIGITAL PRESENCE FOR SMBs, AN INITIATIVE LED BY BIZLAUNCH OF ARLINGTON ECONOMIC DEVELOPMENT (AED)



THE CHALLENGE

BizLaunch, Arlington's small business and entrepreneurial assistance network, sought to use federal funds to support and to strengthen its struggling legacy businesses of color during the pandemic with the complimentary goals of increasing business survival and to bridge the digital divide through its strategic efforts.

AED BizLaunch framed a 2021 initiative called ReLaunch which seeks to strengthen the digital footprint of small businesses in Arlington by ensuring their technology is secure, effective and has a robust online presence. Business Counseling is also offered through its ReVitalize program which helps businesses with marketing and branding guidelines as part of the ReLaunch process.

Through ReNew, a cohort of eligible small businesses (SMB) will receive a technology assessment by an Amazon Web Service (AWS) partner. Depending on the specific needs of each eligible business, the applicants could receive an updated website, consultation on digital best practices, optimization, cybersecurity, as well as online tools so their business can gain a strong online presence and improve the user experience of their customers. To support innovation for these businesses, the initiative also includes e-Commerce tools and other resources which can be tailored specifically to needs of that business.

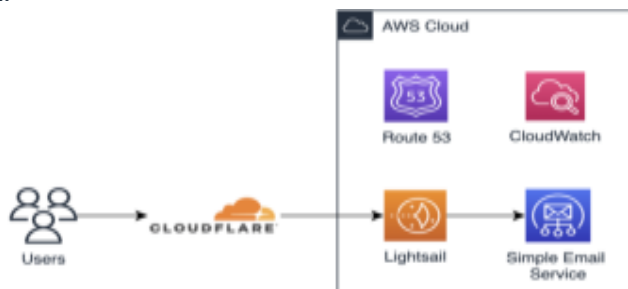
THE SOLUTION

According to the objectives set by the **AED** initiative, **Nub8** was selected as the ideal technology partner to fulfill the requirements of the project. Nub8's expertise in cloud-native development, technical support, offering of seasoned certified professionals in website development, eCommerce, sound experience in security assessment, Search Engine Optimization (SEO), user experience optimization, along with other technical skills, solutions and services, made them the ideal fit for the program.

The Nub8 professionals define the Amazon services that will be offered to the businesses as the ideal solution in the implementation and or upgrading of their websites. Lightsail instances will be used to develop the websites, as well as Route 53, and as a security measure, CloudFlare will be implemented.

The websites were developed using components and services deployed in the Amazon Web Services (AWS) cloud, to maximize the offerings in terms of scalability, flexibility, cost savings, and security.

ARQUITECTURE:



Arlington Economic Development (AED), a local government division in the Commonwealth of Virginia, is dedicated to preserving and enhancing an economically competitive and sustainable community.

AED BizLaunch has developed an innovative program called **ReLaunch** to provide SMBs with professional consulting services to create cutting edge websites and e-commerce solutions.

Arlington Economic Development's Bizlaunch needed to find a technology partner for the implementation of this important project, and **Nub8** was selected due to their expertise, team of certified professionals and knowledge of AWS offerings.

SERVICES USED ON THE SOLUTION:

- Amazon Lightsail.
- Route 53
- Amazon SES
- CloudFlare

THE BENEFITS:

- High performance in loading website content.
- End user can easily manage content.
- Solution hosted in the cloud.
- Scalability and flexibility to incorporate new needs or future developments.
- Centralized administration.
- Platform manageable from the Amazon Web Services (AWS) cloud.
- Rock solid Security.
- Daily backups of implemented websites with 1 week of retention.

“We are honored to be able to help our small businesses with advanced technology and tools so they can successfully grow their businesses in spite of the current pandemic. We value our relationship with our AWS partner Nub8, and look forward to helping as many small businesses as we can into the future!

Tara Palacios – Director BizLaunch (AED)

ABOUT Nub8:

We are an IT consulting company, whose mission is to offer our customers cloud solutions that allows them to digitally transform themselves into a more competitive business and in turn, creating value to their end users. We understand business concerns in finding technology solutions that are based on industry specialization; this gives us the ability to map out a creative architecture and add value to your business. Our knowledge in different sectors gives us the flexibility to transform and utilize technology to be able to offer innovative solutions. We are supported by cutting edge technology with a proven track record, and a solid Return on Investment (ROI).

At Nub8 we support companies through consulting services, implementation, and infrastructure management to assure the latest technology solutions, in cloud, on-premises or through a hybrid infrastructure.

