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we make IT run.

Experience the best, From the Cloud

An integrated approach
from the field to **Business Intelligence**

Musement is the digital platform that allows you to book travel activities in **over 1,000 destinations and 70 countries around the world.** The service was created to help travelers discover and book things to do – from museum visits to city tours, food and wine tastings, sports events and wellness activities – wherever they go, with the goal of enriching their travel experience. The service is available in 8 languages through various digital touchpoints: the **B2C websites** and apps with the Musement and Triposo brands; the **platform for travel agencies**; while platforms and integrations have been carried out with countless online distribution partners, from Google to hotels.com.

Musement is headquartered in Milan and has offices in Hamburg, Amsterdam, Barcelona, Dubai, London, Munich, New York, Orlando and Paris. The company has been certified as a Great Place To Work® and in 2018 was listed in the top 20 Best Workplaces® in Italy. In September of the same year, **Musement became part of the German group TUI**, the largest integrated tourism operator in the world. Following its acquisition, Musement has remained an independent company in the TUI Destination Experiences division (TUI DX). The collaboration and integration between the two companies has already brought significant benefits to both and a strong growth in combined turnover, which in the last year reached 600 million euros.

Musement chose beSharp as an AWS Advanced Consulting Partner to guide them during the **infrastructure refactoring and migration.**

THE CHALLENGE

- Implementing a multi-account, well-organized, automated development environment while taking full advantage of the Cloud.

- Efficiently **splitting development environments** finding **standard patterns** to make them uniform and introducing new, well-defined workflows for the developers.

- **Centralized management** of infrastructure to help DevOps team to focus on the value-added tasks.

THE SOLUTION

- A 100% Cloud-oriented re-design of the infrastructure following the AWS Well-Architected Framework. Creation of a new, **custom multi-account environment according to the AWS Landing Zone best practises** reflecting the customer's operational units. Centralized management of all the organization's accounts made possible through the use of **AWS Organizations.**

- Well-defined, automated developing workflows thanks to the use of services like AWS Cloudformation, AWS CodePipeline, AWS CodeCommit, AWS CodeBuild, AWS CodeDeploy, AWS Systems Manager, AWS Secret Manager, and Amazon S3.

- Creation of a tailored dashboard offering an easy, instant Logs overview through the use of AWS CloudTrail, Amazon S3, VPC Flow Logs, AWS Cloudwatch and XRay.
  The **Infrastructure-as-code** paradigm introduction enabled efficient and accurate control. Compliance rules and remediations are defined leveraging on **AWS Config** in order to automate and centralize the governance of all the accounts in the Organization.

Control

The rearrangement of the company cloud accounts according to the Landing Zone best practices enabled Musement to save time by **automating the set-up of the environments** and to gain in **security** by implementing security baselines while creating and assigning new accounts

Agility

By introducing **CI/CD pipeline** in the workflows and centrally managing configuration and access, Musement could switch from weekly deployments to **daily releases**, while minimizing unwanted or unuseful access to the company accounts for the DevOps teams.

Operational Excellence

The dashboard, built exactly on the team Operation needs, allowed IT managers to be **prompt, efficient and effective** in all their daily tasks

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A significant boost to our business thanks to a seamless deploy of our environment which drastically reduced our time-to-market. Choosing beSharp as our AWS reference partner took us to the best result we could ever get. We could work with one of the most experienced team in the AWS Cloud scenario, able to deeply understand our needs and guide us through our Cloud adoption process, the best way. beSharp finally enabled us to really get the best out of our solution.

Fabio Zecchini

CTO @Musement

When the chance to partner up with Musement came, we instantly took up the challenge. Musement is among the most agile and tech-oriented startups in Italy: this makes it the best company for us to work for (and with). Similarly to beSharp, their natural desire to grow driven by their strong will to get higher and higher is the motivation that keeps us creative while building top value-added solutions. This prompts us to push forward and forward, day by day.

Simone Merlini

CEO & Co-Founder @beSharp

beSharps' Cloud Experts flanked Musement Developers during the infrastructure re-design, according to the best practices of the AWS Well-Architected Framework.
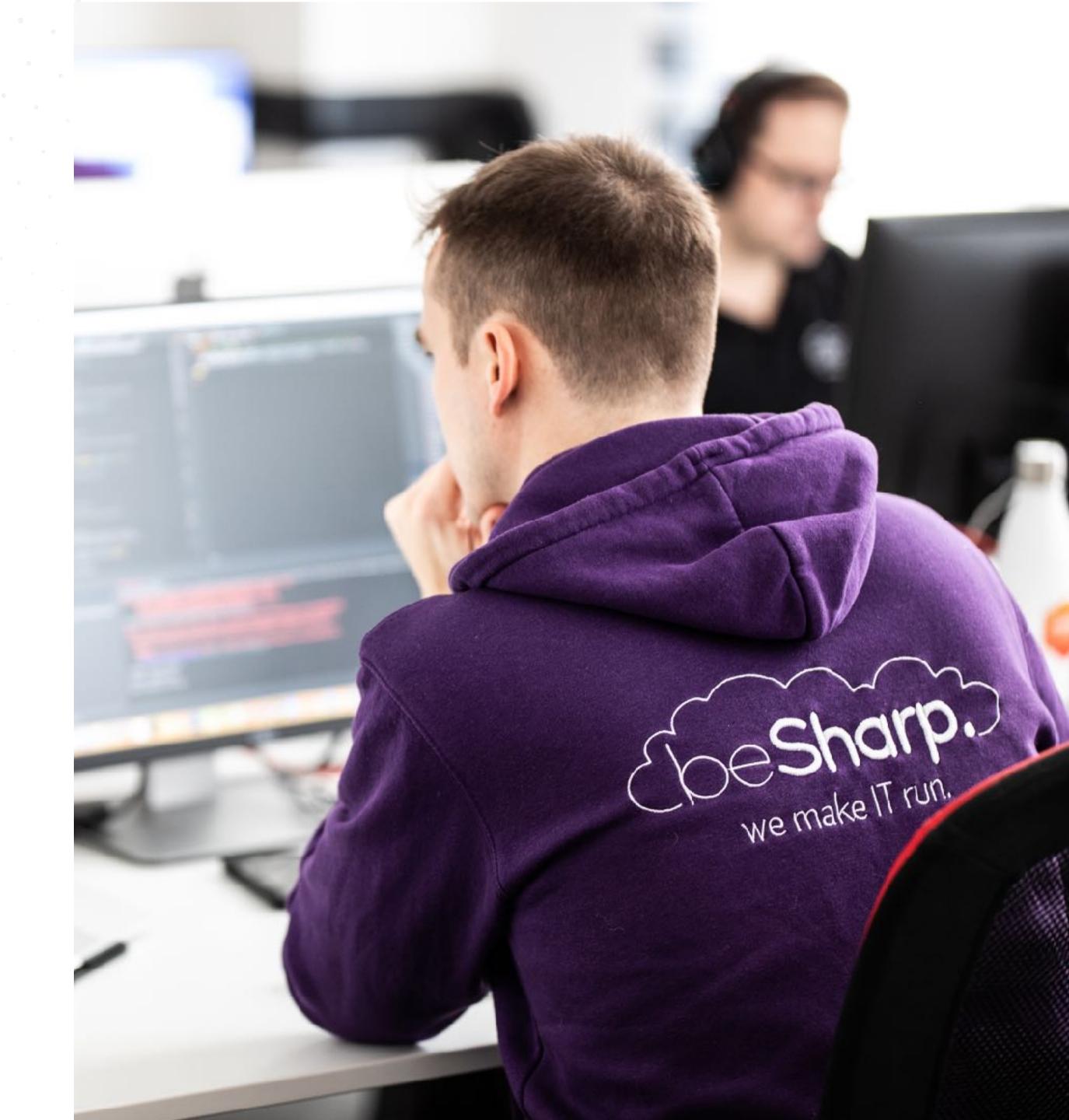
beSharp's team took care of the whole infrastructure migration following the "6-Rs paradigm":

Rehost, Refactor, Replatform, Repurchase, Retain e Retire. They successfully responded to the needs of the Musement Dev team by automating all the phases of the workflows: from the application releases to the configuration management, providing also effective management of the infrastructural changes. The new, secure multi-account structure was built according to the AWS Landing Zone best practices and it allowed the Musement dev team to get control and better management of all the daily tasks.

Thanks to a training-on-the-job approach, beSharp helped Musement developers to become completely independent in managing the new infrastructure.

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