



Precision is paramount when migrating to AWS

How Krystal's expert AWS support ensures flawless foundations for safe, successful film shoots and outdoor events.

Apply4

The client and the challenge

Each year, Apply4 helps hundreds of thousands worldwide safely and efficiently organise film shoots and outdoor events. From small productions to blockbuster performances, its online permitting software streamlines communication, reduces admin time, and ensures safety for roads and residents alike.

Apply4 has revolutionised planning-heavy industries by replacing ring binders and committees with digital solutions. Its technology handles everything from filming permits and safety documents to location agreements and traffic plans. Even complex tasks, like special effects approvals, temporary structure notifications, and street furniture removal, are covered.

In London alone, Apply4 issues over 8,000 permits annually. To keep pace with digital transformation, it needed a solid migration to AWS. With a complex data landscape and a global client base requiring 24/7 access, there was no room for error.

That's why Apply4 chose Krystal as its migration partner, ensuring a flawless experience for every customer, no matter their location.



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Hugh Sharma
Operations Manager, Apply4





How we helped them

Navigating Complex AWS Infrastructure

“Krystal provided us with the answers we were looking for,” says Hugh Sharma, Operations Manager at Apply4. “We needed the global infrastructure, flexibility, scalability, and security that AWS could offer. But it’s incredibly complex. And the nature of our business means you do not want to go messing around with the infrastructure too much. Not only is it a live system, we don’t get these wonderful windows of time either, where we can just shut things down for a few hours.”

“From the UK to the USA, New Zealand to mainland Europe, we have applications in play around the clock and throughout the entire year. That made Krystal’s expertise invaluable, guiding us through the process, helping us figure out how we would approach the migration, and essentially splitting our system into two.”

Ensuring Data Privacy and Compliance

Customer trust is essential for Apply4. Working with Krystal and AWS, they maintain control over privacy settings, data usage, and encryption. Krystal’s support helps Apply4 comply with GDPR in the EU and the Cloud Act in the USA, providing tools for compliance, auditing, and data sovereignty.

“Krystal has helped us go big across multiple world regions,” says Hugh. “As cloud services often store data across borders, data sovereignty can throw up challenges for our business. That’s a critical point when data privacy, international data transfers, and security concerns are in the foreground. Every

data detail has to be flawless, and that’s the most significant thing that we’ve achieved together.

“We know that, for our US clients, their data is always going to be stored in the USA. However, for our New Zealand clients and our UK clients, for example, their data is not held on US soil. The servers are located within their own regions, complying with their own legal frameworks, including privacy, security, and data access laws. And that’s a big deal in our line of work.”

Forming a Unique Connection

For Apply4, proactive communication and unmatched expertise set Krystal apart.

“The connection we have with Krystal is second to none,” says Karen Everett, CEO at Apply4. “They are a seamless continuation of our in-house team, that’s how it feels. Over the last year or so, we’ve worked together very closely and meticulously to make this happen, and that’s something I don’t think we’d get anywhere else. It’s a combination of expertise and communication, value, and total trust.”

A Partnership for AWS Excellence

In a data-intensive industry, Apply4 needed a partner with precision and reliability.

“We’ve been heavily reliant on Krystal and their guidance,” says Hugh. “Not just with the initial setup of the system, but through



Apply4

revisions and perfecting how we're set up. For the most part that was very, very minimal, but that's really where Krystal shines through. Because of their attention to detail, downtime is not something that troubles us.

Krystal delivers:

- **Expertise and Best Practices:** Apply4 benefits from tailored AWS configurations, enhancing performance, cost-efficiency, and security.
- **Global Compliance and Data Sovereignty:** Krystal ensures compliance with data localisation laws and provides high availability and minimal latency worldwide.
- **Cost Optimisation:** Krystal offers cost-saving strategies, autoscaling, and optimised storage solutions through usage analysis.
- **Scalability and Flexibility:** The partnership supports Apply4's growth, with rapid deployment across new regions and the ability to meet market demands.
- **Ongoing Support and Maintenance:** Krystal manages monitoring, patching, and resource maintenance, reducing Apply4's cloud management burden.

"By placing all the complexities of AWS management in the hands of Krystal, we can focus on our core business objectives," says Karen. "With their impeccable support behind us, we can make that push to the next level. We're already international, but we feel confident that we can now enter even more markets, without having to worry about our systems letting us down."



Sure, we have automated monitoring in place, but the last thing anyone wants is to get that phone call at three in the morning saying the system is down. And that's something that we don't have to stress about. It's the stability that they offer. It's completely unmatched.

Hugh Sharma
Operations Manager, Apply4



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Here's what they say



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The impact of our work

100%

Localised Data: Compliant with GDPR and the US Cloud Act

1,000's

of Permits Issued: For film and events globally

24/7

App Availability: Ensuring international access

Why Krystal for web hosting and cloud infrastructure

- ✓ Over 22 years of experience in digital networking and infrastructure
- ✓ World-class digital infrastructure with leading reliability
- ✓ Bespoke solutions with a close-knit technical partnership
- ✓ ISO 27001 accredited and experts in safe data handling
- ✓ Infinite and flexible scalability to grow with confidence
- ✓ Certified B Corp and 1% For The Planet member
- ✓ Powered by 100% renewable energy in addition to carbon offsetting
- ✓ Award-winning 24/7 UK-based support
- ✓ Trusted by over 35,000 clients
- ✓ Lower your carbon emissions with an industry leading PUE of 1.05

Speak to our experts today at
krystal.io

