



# Securing a **High-Traffic Sports** Platform with **AWS Cybersecurity**

## **CUSTOMER CHALLENGE**

A leading sports franchise, needed to strengthen its cloud security posture across its high-traffic digital platforms. Key challenges included inadequate monitoring, web application vulnerabilities, poor credential management, lack of encryption strategies, and inconsistent access control—jeopardizing fan experience and operational security.

## **APPROACH**

The franchise partnered with Workmates to implement a comprehensive AWS-native security architecture. The approach aimed to safeguard data, detect and respond to threats in real time, streamline access control, and ensure encrypted, compliant operations without affecting performance during peak events like live match coverage and online merchandise sales.

## **IMPLEMENTATION**

**1**

### **WAF Deployment:**

Secured high-traffic services like live scoring and e-commerce against real-time threats.

**2**

### **Vulnerability & Penetration Testing:**

Continuous assessments introduced to catch and fix issues proactively.

**3****Secrets Management:**

AWS Secrets Manager enabled secure, automated credential handling.

**4****Central Security Monitoring:**

AWS Security Hub provided unified visibility into compliance and misconfigurations.

**5****Data Encryption with AWS KMS:**

Implemented encryption for critical data in S3, EBS, and RDS.

**6****IAM Role-based Access:**

Access limited strictly to necessary functions and personnel.

**7****API Activity Tracking:**

CloudTrail used for logging and auditing all AWS API activity.

**8****Secure Remote Admin Access:**

Enforced VPN-based access for all administrative actions.

## RESULTS

**Threat Detection:**

WAF processed **2.8 million requests per week**, blocking **117,000 malicious attempts** over a year.

**Fast Remediation:**

**90%** of critical vulnerabilities resolved within **4 hours** of detection.

**Improved Compliance Scores:**

Achieved **74%** on AWS Security Hub and **77%** on foundational best practices.

**Robust Encryption:**

Secured **1.5 TiB (S3)**, **1.8 TiB (EBS)**, and **1.2 TiB (RDS)** of data using KMS.

**Incident Reduction:**

Reduced security incidents by **85%**, enhanced system performance by **35%**, and maintained **99.99% uptime**.





## BUSINESS IMPACT

The cricket franchise achieved a secure, scalable, and high-performing digital environment. Enhanced threat detection, rapid vulnerability mitigation, and robust encryption strategies resulted in improved trust among users and uninterrupted fan engagement, especially during high-demand match days and campaigns.

**Workmates** is a leading cloud-managed services and IT solutions provider, recognized as an AWS Premier Tier Services Partner—placing us among the top AWS consulting firms globally. Since 2018, we've helped businesses drive innovation and digital transformation with our team of 150+ AWS Certified Professionals, delivering expert solutions and exceptional results.

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