Unlocking Scalable Digital Services for UK Schools with AWS

Setting the Scene: A Mission That Matters

Speechlink delivers **digital services that support UK schools**, operating in an environment where reliability, performance, and trust are non-negotiable — especially during peak academic periods.

As usage grew and expectations increased, Speechlink's technology platform needed to evolve. Their existing **Rackspace based infrastructure** was approaching contract expiry and struggling to flex during high demand months. Costs were rising, performance was inconsistent, and operational visibility was limited.

Speechlink needed a transformation — but one grounded in **SMB reality**, not enterprise excess.

To achieve this, they partnered with **Cloud Bridge Technologies** who worked alongside **Arrow**, to unlock the full value of AWS and build a platform designed for sustainable growth.

Project Overview

A Three-way Partnership with Clear Roles

This engagement brought together:

- **Speechlink** — defining the business outcomes and mission critical requirements

- **Arrow** — leading the programme, unlocking AWS, and ensuring governance, security, and cost clarity

- **Cloud Bridge Technologies** — delivering hands-on cloud engineering and migration expertise

Project split:

- **Arrow:** Strategy, AWS access, governance, security, commercial and architectural leadership

- **Cloud Bridge:** Migration execution, platform engineering, and operational uplift

This model ensured Speechlink benefited from **Arrow's scale and AWS leverage**, combined with **Cloud Bridge's deep technical delivery capability**.

Why They Turned to partners

Speechlink recognised AWS as the right long-term platform — but like many SMBs, **accessing AWS effectively is not straightforward**.

Arrow became the **orchestrator pulling the best resources together from AWS, Arrow and Cloud Bridge to** help Speechlink:

- Access AWS services, architecture best practices, and partner led delivery they could not leverage independently

- Navigate AWS programmes and potential funding pathways

- Translate AWS capability into **business ready outcomes**, not just infrastructure changes

Arrow led the engagement end-to-end, bringing Cloud Bridge in as a **trusted delivery partner** to execute the transformation at speed and with confidence.

Building the Foundations for Scale

Governance, Security & Control

Design and implement a **secure, multi account AWS Landing Zone**, providing:

- Clear environment separation

- Centralised identity, logging, and visibility

- AWS native security guardrails aligned to best practice

This ensured Speechlink gained **enterprise grade governance without enterprise level complexity or cost**.

Migration & Modernisation

Cloud Bridge led the **hands on migration and platform modernisation**, working within Arrow's architectural framework.

Key delivery elements included:

- Migration from legacy Rackspace infrastructure into AWS

- Replatforming from a self-managed database to **Amazon RDS (MariaDB)** with high availability

- Ubuntu based EC2 workloads supporting application services

- AWS Load Balancers with sticky sessions for consistent performance

- Redis based caching to improve responsiveness

- Integration of **AWS WAF** (Well Architected Framework) to strengthen the security perimeter

The migration approach was structured to **minimise risk and disruption**, particularly during peak school usage periods.

Automation, Visibility & Future Readiness

Together, Arrow and Cloud Bridge implemented:

- Centralised monitoring and logging using **AWS CloudTrail and AWS Config**

- CI/CD foundations to support faster future releases

- Automated controls that reduced manual operational overhead

The project ensured alignment with AWS Well Architected principles, while remaining focused on **practical, production ready implementation**.

Cost Clarity & Lean Architecture

The project team ensured all designs prioritised:

- Rightsizing and lean consumption models

- Clear visibility into cloud spend

- A cost structure appropriate for an SMB environment

Transformation in Motion

From Legacy Constraint to Cloud Confidence

Before

- Costly, inflexible Rackspace infrastructure

- Overprovisioned compute and limited scalability

- Performance bottlenecks during September–October school peaks

- Manual processes and fragmented visibility

- Platforms approaching end of support

After

- A resilient, scalable AWS foundation

- Improved performance during peak usage

- Stabilised database services through managed RDS

- Centralised governance and security controls

- A simpler operating model that reduced internal burden

Arrow set the direction.
Cloud Bridge executed the build.
Speechlink gained a platform ready for growth.

Results That Matter

Outcomes Aligned to the Business

- **Infrastructure cost reduction**

- **Improved reliability:** Reduced downtime through AWS resilience features

- **Performance uplift:** Faster, more stable user experience during peak periods

- **Faster time to market:** CI/CD foundations enable quicker enhancements

- **Security improvement:** Stronger posture with AWS native guardrails and WAF

Most importantly, Speechlink now operates on a platform that **supports their mission without requiring deep in-house cloud expertise**.

What We're Proud Of

Partnership That Delivers Real Impact

At Arrow, we don't just open the door to AWS.
We unlock what it makes possible. Through this project Speechlink gained a modern cloud foundation that enables them to **serve schools better, scale with confidence, and plan for the future**.