



# Truelio strengthens security, compliance, and cost efficiency with EPI-USE AWS Managed Services

Learn how Truelio partnered with EPI-USE to transform its AWS environment with proactive managed services, FinOps-driven cost optimization, and enterprise-grade security and governance.



## About Truelio

Truelio is a partnership-focused brand experience, digital marketing, and technology transformation agency headquartered near Atlanta, Georgia. Founded in 2004, Truelio serves leading global brands through its BX Services Suite, combining creative strategy, branding, event solutions, and technology development. With clients that include global airlines and large financial institutions, Truelio's technology infrastructure must deliver the highest levels of reliability, security, and compliance at all times.

The logo for Truelio, featuring the word "truelio" in a bold, lowercase, sans-serif font. The letter "i" is stylized with a green dot above it.

"I chose EPI-USE because they came to the table with experts. I had a real expert telling me what I needed to know about AWS, what it was going to cost me, and what the benefits were going to be."

**Brian Benavides**  
Chief Technology Officer, Truelio

## AWS services used

- + Amazon EC2
- + Amazon S3
- + Amazon CloudWatch
- + AWS Security Hub
- + Amazon GuardDuty
- + Amazon Inspector
- + AWS CloudTrail
- + AWS Control Tower
- + AWS Systems Manager (Patch Manager)
- + AWS Backup
- + AWS Config

## Benefits and metrics

- + **Significant** Reduction in Monthly AWS Spend
- + **Zero** increase in platform scalability
- + **10%** Engineering Time Redirected to Innovation



## Opportunity

### From Migrated Infrastructure to Cloud-Native Operations

After migrating its workloads from an on-premises data center to AWS, Truelio recognized that migration alone was not transformation. The infrastructure was running on AWS, but it had not yet been optimized to take advantage of cloud-native best practices across security, governance, cost management, and operational monitoring.

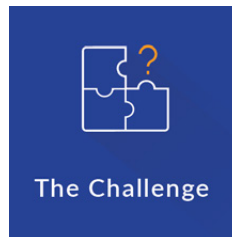
As Truelio's client base and service complexity grew, so did the demands on its infrastructure. The team recognized an opportunity to move beyond the initial migration and build a more mature, cloud-native operating model, one with stronger proactive monitoring, clearer cost visibility, and a governance structure built for the compliance requirements of enterprise clients in aviation and financial services.

**“Our major pain points before moving to the cloud were the amount of manual work required. Scaling wasn't flexible. And patching and maintenance took too much time.” according to Brian.**

Truelio needed more than a traditional MSP focused on keeping the lights on. They needed a next-generation managed services partner that could bridge the gap between migration and operational maturity, one that would embed security, FinOps, and proactive governance into daily cloud operations.

## The Challenge

- + **Reactive issue detection:** server problems surfaced through user complaints and application timeouts rather than proactive monitoring
- + **Infrastructure support resolution times** that did not yet meet the pace the engineering team needed
- + **Audit preparation requiring significant internal coordination** to gather cloud-specific documentation and evidence
- + **Limited cost visibility:** no structured approach to cloud spend tracking, optimization, or forecasting
- + **Establishing enterprise-grade security** hardening and governance across the AWS environment



Balancing cost-efficiency with performance.



Ensuring continuous system uptime.



Integrating existing infrastructure with AWS.



Achieved a robust application excelling in scalability, elasticity, and cost-efficiency.

## Solution

### Next-Generation AWS Managed Services

Truelio was introduced to EPI-USE by its migration partner. Once the Truelio team met the EPI-USE team, it was clear this was a different kind of managed services relationship. Brian Benavides, Truelio's CTO, made a deliberate decision to engage an MSP early, before problems could emerge, rather than trying to manage cloud infrastructure in-house.

EPI-USE delivered a comprehensive, outcome-driven managed services engagement designed to transform Truelio's AWS environment into a well-governed, secure, and cost-optimized cloud-native platform. Rather than focusing solely on uptime and ticket resolution, EPI-USE embedded automation, continuous optimization, and proactive governance into every layer of operations.

#### Security Hardening

EPI-USE extended Truelio's existing security posture with a comprehensive, layered approach to cloud-native threat detection and governance. AWS Security Hub, GuardDuty, Inspector, and CloudTrail were deployed to establish continuous monitoring, automated vulnerability scanning, and full API activity logging across the environment. IAM Multi-Factor Authentication and SSO were implemented to further strengthen access controls and reduce the risk of unauthorized access.

#### CIS Benchmark Compliance


EPI-USE implemented CIS benchmark monitoring using AWS Security Hub and AWS Config rules, establishing a continuous compliance baseline. Automated notifications were configured for non-compliant resources, enabling proactive remediation rather than reactive discovery during audits. AWS Control Tower was used to establish secure, multi-account governance, ensuring Truelio's cloud environment is structured for both operational consistency and audit readiness.

#### Proactive Monitoring & Alerting

Amazon CloudWatch alarms were enabled across all servers to monitor CPU utilization, memory, disk usage, and status checks. A centralized dashboard was created to provide real-time, user-friendly visibility across the entire environment. Today, the EPI-USE team continuously monitors the environment and alerts Truelio to performance bottlenecks before they have any impact on end users.

#### Responsive Support

With EPI-USE managing infrastructure, Truelio's engineers now have a fast, reliable escalation path for any issue that arises. Tickets are resolved in hours, often in minutes, through a structured online ticketing system that keeps both teams aligned. Engineers can stay focused on application development, confident that infrastructure issues are being handled by a team that is always available.



**“I decided to bring in an MSP early because I didn’t want to learn cloud the hard way. I wanted to have experts setting everything up and not have to bring them in after the fact to fix issues that we may have created.”**

**Brian Benavides**  
Chief Technology Officer, Truelio

### **Automated Patching**

AWS Systems Manager Patch Manager was configured to perform regular patch compliance scans across Truelio's Windows instances. Patch baselines and maintenance windows were defined for full visibility, with patches applied based on scan reports and operational approval, balancing security with stability.

### **Cost Optimization & FinOps**

EPI-USE delivered comprehensive cost visibility and optimization through embedded FinOps practices. Working alongside the Truelio team, EPI-USE identified and acted on a range of optimization opportunities across the environment, including storage configuration improvements, instance rightsizing, and lifecycle policy implementation for long-term cost efficiency. The results were measurable: Truelio achieved significant improvement in monthly AWS cost efficiency, with further optimization work underway expected to reduce costs substantially. Ongoing cost reporting, resource tagging, and cost allocation practices have transformed cloud financial management from a point-in-time exercise into a continuous, planned discipline.

### **Audit & Compliance Support**

Third-party security audits are a regular requirement for Truelio given its client base of global airlines and financial institutions. With EPI-USE, the team was able to hand off all cloud-specific audit points directly, with EPI-USE providing the required documentation and technical responses. This significantly reduced the internal coordination effort and allowed the audit process to move more efficiently. While the audit still required several days of work, it was no longer held up by cloud infrastructure documentation gaps.

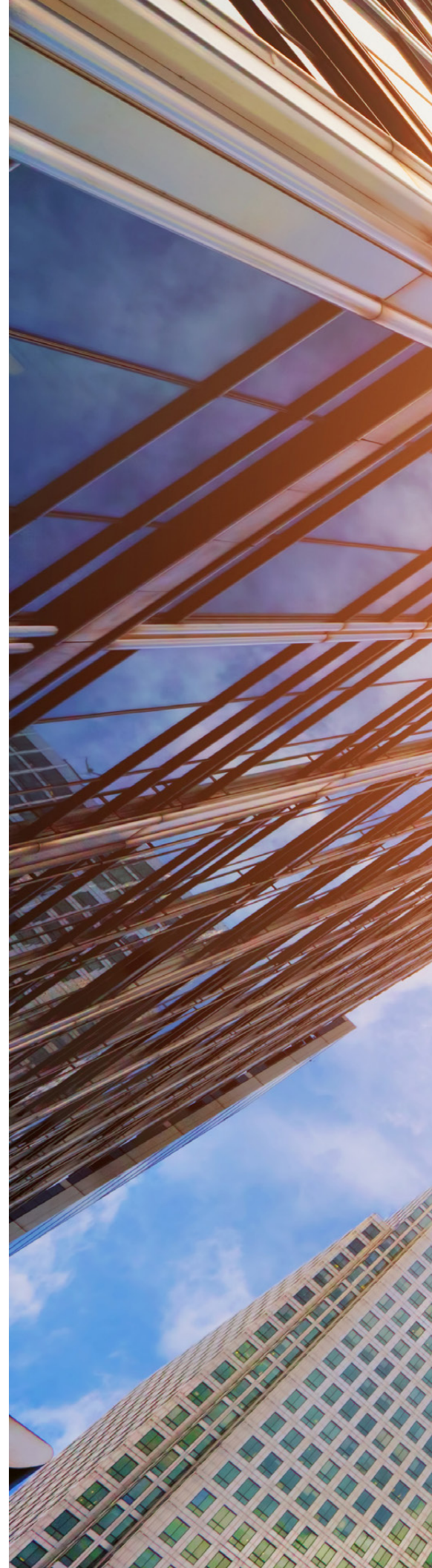
### **Disaster Recovery**

AWS Backup was enabled for EC2 instances and a Multi-AZ architecture was implemented to safeguard critical workloads, minimize data loss, and ensure business continuity during infrastructure failures.

“The 10% of time our engineers used to spend on infrastructure is now spent on innovation and improving our offerings.”

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**Brian Benavides**  
Chief Technology Officer, Truelio





## Why EPI-USE

EPI-USE is an AWS Premier Consulting Partner and AWS Validated Managed Service Provider, a designation earned through rigorous, independent audit confirming enterprise-grade capability across security, governance, financial management, and service delivery.

What sets EPI-USE apart is not just technical capability, but the way it operates as a true extension of its clients' teams. Rather than responding to problems after the fact, EPI-USE brings proactive insight, continuous optimization, and strategic guidance to every engagement. For Truelio, that meant arriving at the first conversation with subject matter experts rather than account managers and continuing to surface improvements throughout the relationship.

### + Experts at the table from day one:

EPI-USE leads every engagement with qualified cloud architects and AWS specialists, not sales representatives. Clients get answers, not pitches.

### + Proactive operations, not reactive support:

Intelligent monitoring, observability tooling, and automation-first practices mean EPI-USE identifies and resolves issues before they reach end users or trigger a support ticket.

### + Embedded FinOps:

Cost optimization is not a one-time project. EPI-USE integrates resource tagging, rightsizing, anomaly detection, and monthly cost reporting into daily managed services delivery, giving clients continuous visibility and control over cloud spend.

### + Security and compliance by design:

Multi-layered security implementation, CIS benchmark monitoring, automated patching, and audit-ready documentation are built into the platform from the start, not bolted on when an audit is approaching.

### + Partnership, not a vendor relationship:

EPI-USE regularly brings improvement recommendations to clients proactively, including suggestions that do not generate additional revenue. The measure of success is client outcomes, not ticket volume.

### + AWS Validated MSP:

EPI-USE holds the AWS Managed Service Provider validation, an independently audited designation that confirms consistent, enterprise-grade delivery across governance, security, and operational excellence.

### + ITIL-aligned service management:

24/7 global coverage with structured incident, change, and problem management practices ensures that every issue is tracked, communicated, and resolved with accountability.



“It’s not a client-vendor relationship, it’s a partnership. I frequently get suggestions or calls from the team at EPI-USE telling me about what we can improve in our environment. Not everything is something that ultimately is going to become a billable item for EPI-USE, but they work alongside us continuously.”

**Brian Benavides** Chief Technology Officer, Truelio



## About EPI-USE Services and AWS

EPI-USE is an AWS Premier Consulting Partner and AWS Validated MSP specializing in enterprise cloud migrations, managed AWS services, and SAP modernization. As a Next-Gen Managed Services Provider, EPI-USE provides assessment, development, migration, management, and optimization services, enabling clients to focus on their core business.

Through ITIL-aligned MSP practices and embedded FinOps, EPI-USE delivers continuous support that ensures compliance, cost efficiency, and operational excellence.

To learn more about our Cloud Migration Services and AWS Managed Services, email [aws@epiuse.com](mailto:aws@epiuse.com) or visit [epiuse.com/aws-services](https://epiuse.com/aws-services)



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