



EAB's Zero-Incident Deployments with AWS and Xoriant



EAB Global, Inc serves 2,800+ higher education institutions worldwide, combining research, analytics, and technology expertise to drive measurable improvements in student retention, enrollment, and institutional effectiveness, positioning itself as an indispensable strategic partner.

Executive Summary

Guided by a mission to expand access and opportunity in education, for over three decades, EAB Global partners with 2,800+ institutions to translate insight into action and deliver measurable, driving lasting impact for students and communities worldwide. With rapid growth, manual deployment processes created operational bottlenecks requiring modernization.

EAB partnered with Fexle, a Xoriant company, to automate workflows using AWS, Step Functions, EventBridge, Lambda, ECS Fargate, and Salesforce. The solution eliminated manual coordination, reduced human error, and delivered real-time visibility, streamlining operations while maintaining security and compliance.

Key Requirements

EAB's manual, time-consuming deployment processes exposed critical activities to human error, required direct intervention for error recovery, and lacked real-time visibility. Manual data backups, human-driven status updates, and absent notification mechanisms compounded operational friction. Key requirements included:

- ▶ **Event-Driven Automation:** Replace manual execution with trigger-based workflows.
- ▶ **Risk Reduction:** Minimize errors through automation.
- ▶ **Real-Time Visibility:** Unified notifications providing immediate intelligence.
- ▶ **Data Protection:** Automate backups across Salesforce organizations.
- ▶ **Accelerated Cycles:** Compress execution through parallel processing.
- ▶ **Quality Assurance:** Automate test coverage validation with alerts.

EAB required automation natively integrated with Salesforce, scaling dynamically with deployment complexity.



Voice of the Customer

"We needed a deployment process that could keep pace with our growth without increasing risk. This solution delivered exactly that. Automated workflows, real-time status, and built-in safeguards have significantly improved confidence across our release cycles."



Karl Brenneman
Managing Director, Information Technology, EAB

Why Salesforce & Xoriant?

EAB required three integrated capabilities:

- ▶ **AWS Serverless Orchestration:** Step Functions, EventBridge, and Lambda/Fargate that provided orchestration and elastic compute without server management.
- ▶ **Salesforce as Operational Epicenter:** Native platform-initiated workflows directly, eliminating manual handoffs and enabling true event-driven automation.
- ▶ **Fexle's Integrated Expertise:** Specialized Salesforce partner with deep knowledge in cloud architecture, serverless design, and Salesforce deployment, unified as one system.

The Fexle Approach: Engineering Deployment Automation

With workflow modernization and cloud-native architecture expertise, Fexle engineered a precision automation strategy, unlocking operational efficiency and deployment reliability for EAB.

01 Seamless Event-Driven Orchestration

Configured AWS Step Functions coordinating Lambda, ECS Fargate, and Salesforce events. The system managed sequential and parallel patterns, eliminating manual management while introducing systematic error handling and retry logic.

02 Enhanced Security and Integration

Implemented Amazon EventBridge capturing and routing Salesforce events securely to Step Functions with encrypted routing and durable event bus, enabling true real-time automation without manual intervention.

03 Scalable and Automated Infrastructure

Leveraged AWS ECS Fargate for containerized execution, automatically scaling resources based on volume. Fargate eliminates server patching and charges only for consumed resources.

04 Optimized Performance and Reliability

Engineered parallel execution allowing simultaneous data backups, concurrent validation, and batch notifications, substantially reducing deployment duration through efficient resource utilization.

The Outcome: A Cloud-Powered Future

Following implementation, EAB realized immediate improvements:



60% Decrease in Manual Effort

Automation liberated teams from repetitive tasks.



Protected Organizational Data

Automated backups ensured data protection and rapid recovery.



Eliminated Deployment Incidents

Automated error detection reduced failures substantially.



40-50% Reduction in Deployment Time

Parallel execution compressed deployment cycles significantly.



Real-Time Visibility

Centralized monitoring provided immediate visibility.



Proactive Quality Assurance

Automated test coverage notified teams to coverage gaps.

With the modern infrastructure, EAB operated deployment processes scaling with growth, maintaining security, reducing error to near-zero, and enabling rapid innovation.

About Xoriant

Xoriant is a Silicon Valley-headquartered digital product engineering, software development, and technology services firm with offices in the USA, UK, Ireland, Mexico, Canada and Asia. From startups to the Fortune 100, we deliver innovative solutions, accelerating time to market and ensuring our clients' competitiveness in industries like BFSI, High Tech, Healthcare, Manufacturing and Retail. Across all our technology focus areas—digital product engineering, DevOps, cloud, infrastructure, and security, big data and analytics, data engineering, management and governance—every solution we develop benefits from our product engineering pedigree. It also includes successful methodologies, framework components, and accelerators for rapidly solving important client challenges. For 30 years and counting, we have taken great pride in our long-lasting, deep relationships with our clients.