

# Building the Right Foundation for Success with Power Finance



In today's global economy traditional retailers and e-commerce brands are looking to evolve, and appeal to a wider audience by offering better incentives and perks to engage with their customers in a more proactive way.

**Power Finance** is a VC-backed fintech company headquarter in New York NY that is building the next generation of co-branded credit cards that is helping organizations build, launch, and scale modernized financial experiences for organizations that want to reach their customers in new, exciting ways. As a cutting edge software development organization, Power Finance is leading the way by designing a modern user experience, working with many different well-known global brands, and reimagining everything from the checkout experience, to building tailored loyalty and rewards programs, and incorporating unrivaled shopping insights and product intelligence into their solutions.

Power Finance is pushing the boundaries of software integration by seamlessly embedding their tech stack inside a brand's existing mobile and web experience, providing users with a state-of-the art, personalized user-friendly product experience. Utilizing customizable software development kits, Power Finance incorporates a fully compliant end-to-end card program that helps any brand launch a modern payment experience through the use of white-labeled credit cards. This approach helps organizations develop innovative new ways to interact with their customers, driving a collaborative user experience that improves customer loyalty.

Founded in 2021 with a remote workforce operating in multiple geographies around the world, Power Finance's cutting edge software applications were born in the cloud utilizing the AWS infrastructure platform. As a truly collaborative organization they were looking to build a highly secure platform that could be easily accessed from anywhere in the world, and one that could efficiently scale as the organization grew. They also needed access to a vast array of development and automation tools so their DevOps team could accelerate the integration of new code, so building the right foundation from the start would ensure that they not only addressed their immediate needs, but that they had the right foundation for anticipated growth.

After initially building their AWS cloud infrastructure on their own, they quickly realized that to properly address future regulatory requirements and long term capacity and security needs that they would need to adopt a best practices framework. Power Finance was introduced to Uturn Data Solutions based on the work Uturn had done over the years with other start-up organizations. Uturn uses a proven AWS onboarding methodology called the **Rocketry Rapid Launch** program to help clients establish a well-architected environment up front so they can avoid the common pitfalls that come with building out new environments. Uturn's Rocketry framework is a proven and enterprise-ready set of Terraform modules created to reduced time-to-implementation for clients that have a need and desire to implement Infrastructure as Code and Modern DevOps practices into their processes.

Uturn's Rocketry Rapid Launch program helped the Power Finance team establish the design framework they were looking for, including a net new AWS master billing account, along with sub accounts split into specific functional areas that addressed everything from security, networking, development, staging, and the isolation of key production environments for their individual product offerings. Uturn's Rocketry Rapid Launch program ensured that all considerations were addressed up front, thus preventing the need for any future redesign.

**“The U-Turn team have been instrumental in getting our infrastructure and AWS best practices in place and implemented. They show up with smiles on their faces, quick turn around and incredible engagement. Looking forward to continuing the great work we're doing together.”**

- **Vikas Gandhi**, CTO at Power Finance

In addition, the Power Finance team contracted with Uturn for their Architect-in-Residency services to assist them with migrating their initial AWS instances into the new framework, and to help them with their on-going planning and design needs. Uturn's Architect-in-Residence program is an on-going advisory service that incorporates dedicated Senior AWS Architects alongside the client team to create a foundation for success through product training, well-architected design practices, detailed cost analysis, cloud governance, and much more. Uturn's mission is to strategically align with their customers, and establish a lasting partnership that leverages the collective strengths of both organizations.

The initial engagement was completed successfully in under 60 days, and with Power Finance's environment now built on a Well-Architected best practices AWS framework, they had the reliable and secure foundation that they needed to grow their business.

## About Uturn

Uturn is an Amazon Web Services Advanced Tier Consulting Partner specializing in Enterprise Cloud Enablement and Application Modernization. We help our clients adopt and optimize cloud services to remove technical debt, prepare for growth, eliminate uncertainty, foster innovation, accelerate critical business initiatives, and become more efficient with their technology investments.



**Uturn Data Solutions**  
401 N. Franklin St., Suite 3S  
Chicago, IL 60654

+1 312-985-9114



[contact@uturndata.com](mailto:contact@uturndata.com)  
[www.uturndata.com](http://www.uturndata.com)

