

## EFF Achieves Site Reliability Engineering

Since 2002, EFF has been providing funeral homes and cemeteries nationwide, the FASTEST. EASIEST.® administration of life insurance assignments. Express Hub 2.0, released in 2018, is the nation's most technologically advanced & user-friendly online funeral funding platform.

### The challenge

Express Hub is a major strategic advantage for EFF as it moved an email-based process of exchanging documents to a portal integrated with a back-office SaaS solution. Aligned with EFF's mission, Express Hub provides customers and families with excellent customer service with the funding of at-need insurance assignments.

Reliability of this customer-facing system is therefore a top priority for the business. Having an integrated system dependent on 3rd party SaaS APIs also means resiliency and monitoring are critical to reliability.

### The approach

- Cloud monitoring - SRE driven methods for early detection of issues
- Technical support - Application support engineers able to solve level 3+ support issues
- Incident management - Incident command and collaboration to manage through escalated incidents
- Cloud advisory services - Proactive support, including best practice sharing and regular architectural reviews
- Cloud optimization - Proactive cost management reviews

### The results

- 99.929% availability
- After hours alerted and resolved outage related to SaaS authentication tokens before visible to client and customers
- Database search optimization
- 3rd party SaaS outbound API call monitoring and alerting
- Queue based performance enhancement to handle periodic SaaS API outages



### About EFF

Express Funeral Funding is the nation's largest privately held at-need insurance assignment funding company. They eliminate the challenges of working with insurance companies by limiting administration, providing immediate payment and advancing complete policy funds.

**Industry:** Financial Service

**Location:** United States



### About Cloudbakers

We bring the cloud down to Earth. The future of your business hinges on adopting and adapting to changing technology – that's what Cloudbakers is here to help with.



### Products

- Cloud SQL
- App Engine
- Cloud Storage
- Security Command Center
- Stackdriver Logging
- Cloud Build
- Source Repository
- Cloud Pub/Sub

“Having the most technologically advanced, secure, and reliable customer platform has helped further EFF's lead in our marketplace”

–JANSEN NALLY, Vice President of Finance