

## CASE STUDY

# Cloud Services



## Client's Business:-

The client is one of the biggest Digital Marketing Agencies in Europe which combines maths and artificial intelligence with creativity and strategy. They turn data into insights, and then define the right actions which results in focused campaigns, no waste, and solid results for its customers. Their approach is a data-driven focus that makes sure that their clients get a maximal return from their marketing efforts. Predominantly their focus area is digital strategy, digital presence, digital performance and data management. They are also into marketing automation tool services that handle data in an unparalleled way which enrich the data.

## Challenges:-

- › Client wanted to adapt developed marketing automation tool as SAAS model.
- › Client faced challenges confronted by geographically dispersed locations and with centralized physical infrastructures.
- › The source of the datas were huge to accommodate in the conventional RDBMS and physical infrastructure.
- › Datas has to be fetched in less than two seconds from millions of records but search functionality was very slow in physical infrastructure.
- › The performance of the marketing automation tool took a toll by dynamic and variable loads
- › Multiple search and filtering options were required for dashboard integration.

## Technology Stack:-

- › AWS Cloud Formation
- › AWIs
- › Amazon Cloud watch
- › Amazon Elastic Cache and Amazon
- › Elastic Map reduce AWS Dynamodb
- › AWS Cloudsearch
- › EC2

## Results & Business Benefits:-

- › Response time has been improved which expanded their distributed system globally with the help of the automated marketing tool.
- › Uniform user experience has increased and served as an accelerator through auto scaling solution
- › Based on defined load, concurrent users, and failover parameters, auto scaling resulted in a highly resilient architecture that fully leverages the AWS Cloud attributes.
- › As a result,the cloudsearch fetches the millions of data in seconds which was the huge benefit for the client.