

DELIVERING SMART SOLUTIONS, DRIVING FASTER RESULTS.





A Leading Account-based Marketing (ABM) firm witnessed reduction in expenses and faster deployment on AWS Cloud.

ABOUT THE CLIENT

The client is headquartered in New York and has a B2B marketing technology platform that unifies targeted advertising and content syndication with attribution metrics to show measurable ROI.

The platform helps optimize the buyer journey using technology and actionable data to identify, engage, and convert prospects.

BUSINESS NEEDS

-  An in-house applications and platform hosting infrastructure that is secure and scalable.
-  Development of an agile, innovative, and cost-efficient computing environment.
-  A centralized logging tool to monitor all applications and infrastructure logs.
-  Reduction of operational costs. Elimination of cumbersome setups of third-party tools.

SOLUTIONS

- Implemented AWS cloud platform to bring down setup time and cost.
- Enabled utilization of **Amazon Elasticsearch Service** that offers **Kibana** as an in-built plugin to configure logging
- Created a CI/CD environment for automatic deployment of apps on AWS from code repository.
- Leveraged **Amazon Elastic Container Service (ECS)** to deploy, scale, and monitor applications.
- Used **Docker containers** to host the applications.
- Utilized serverless library to integrate with **AWS Lambda** for data management.

BUSINESS IMPACT

-  **20% reduction in operational costs by deploying a fully-managed cloud service.**
-  **Deployment time reduced by 25%.**
-  **Automated build process saved 8 hours a week and enabled faster product delivery.**
-  **Built a scalable, maintainable, and secure infrastructure to handle huge measurement data.**

TOOLS AND TECHNOLOGIES

- AWS SERVICES**
 -  AWS ECS
 -  AWS Lambda
 -  AWS Serverless
 -  AWS RDS
 -  AWS Systems Manager
- DATABASES**
 -  snowflake
 -  MySQL
 -  mongoDB
 -  PostgreSQL
 -  AWS DynamoDB
- REPORTING**
 -  DOMO
 -  kibana
- CI/CD**
 -  docker
 -  Bamboo
 -  AWS CodePipeline

OUR EXTENDED CAPABILITIES

- Architecture Evaluation & Product Engineering
- DevOps and Support Services
- Development and QA Automation.
- CRM Integration - Salesforce, LinkedIn, HubSpot and Eloqua.

MAKING MORE POSSIBLE, TOGETHER.

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