

## Assessed IT infrastructure to drive scalability, accelerate growth, and optimize data workflows for a leading digital marketing agency

### About the Client

Is a prominent digital marketing agency offering a comprehensive range of services designed to enhance business growth and online presence

Delivers end-to-end solutions tailored to address specific marketing priorities and achieve performance goals

In email marketing, it empowers businesses to efficiently reach their target audiences through effective email marketing solutions

### Business Needs

Conduct a gap analysis of the current infrastructure, identify shortcomings, and recommend solutions while integrating and promoting automation to optimize inefficient data workflows

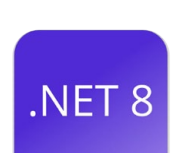
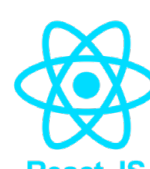
### Solutions

Conducted the necessary due diligence and system evaluation, leading to the following recommendations:

- Optimize infrastructure by consolidating AWS and Azure services while implementing monitoring dashboards
- Implement containerization to enhance scalability and deployment efficiency
- Establish CI/CD pipelines to improve efficiency, reliability, and agility
- Enhance API scalability to accommodate projected data growth
- Automate data ingestion and integrate performance data into Snowflake for improved analytics
- Streamline data management to reduce operational costs
- Remove inactive and outdated data to boost performance
- Automate reporting to generate actionable insights

### Technology Stack

Conducted an evaluation of the following tools and technologies:



### Business Impact

The following are the expected impacts of implementing the recommendations:

**A boost in data management efficiency**, reducing overhead costs

**Optimized performance** by eliminating inactive and outdated data unnecessarily occupying storage

**Enhanced scalability and accelerated growth** by futureproofing APIs with apt infrastructure alignment

**Strengthened reporting and analytics** to promote **informed decision-making based on campaign data**

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