



HOW BLUEPI HELPED INDIA'S LEADING AD-TECH COMPANY MIGRATE TO AWS CLOUD



Company
AD Company



Location
India



Segment
Media



Solutions
Migration

The Client

The client is a subsidiary of a major Media Group that was established in 2006. A front-runner in technology and innovation in the digital performance advertising space and headquartered in New Delhi; the company is a leading Global Mobile AdTech Platform that boasts of:



Objective

The company was hosting their high traffic ad serving platform on a third-party data center out of US. Due to steady growth in business and traffic the current platform appeared rigid, and difficult to manage. The platform itself was built on a modern NoSQL store and a sophisticated technology stack, however the underlying platform was prohibiting the full use of the platform.



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Challenges

No Downtime:

Possibility of bringing down site was not there due to high traffic. Migration was done without bringing site down.

Parallel Runs:

In order to maintain the atomicity, data was sent in parallel to legacy and AWS servers.

Huge Dataset:

Data of volume close to 1 TB was migrated during the project.

Complex Stack:

Application stack included MongoDB/MySQL.

Solution

Migration is not always a simple task. One needs to make a detailed plan - including a roll-back plan if things don't work as intended. It is therefore, imperative that BluePi spends a good amount of time up front to understand the current Infrastructure thoroughly before provisioning on AWS, doing a Performance run and migrating all the data eventually. And that's how it panned out even in this case. And, it doesn't end there - BluePi then went on to Optimize queries and runtime before going ahead with Automated Deployments using DevOps.

Highlights

1000

concurrent user requests at time of switch-over

Cost Saving

by reducing the servers.

Simplified

infrastructure.



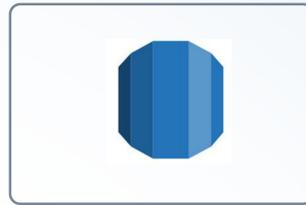
Technology



AWS



EC2



RDS



MongoDB



Apache



ELB



Redis



Gearman



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If you are looking to **migrate your existing infrastructure to cloud** for cost saving or improved performance, reach out to us at info@bluepi.in & you can leverage the same expertise that the India's leading ad space relies on.