

Cloudwords is a cloud-based marketing globalization platform.

Engagement Overview

Cloudwords engaged TO THE NEW to integrate marketing systems and automating project workflows to speed up time to market for global campaigns and localized content.

The Client

Cloudwords software speeds time to market for global campaigns and localized content. By connecting marketing systems and automating project workflow, Cloudwords eliminates time-consuming tasks and delivers unprecedented visibility into the localization process. With Cloudwords, marketers realize the global value of their marketing technology stack, enabling the delivery of more personalized content, in more languages, to more customers at a speed, quality and scale impossible to achieve with manual processes.

Business Challenge

- Inability to scale across +200 reviewers, double digit number of authors and track and monitor projects consistently
- Version control of translation was a major problem
- Labor intensive and inefficient, copying and pasting of translated content between the website and LSPs.
- Manual effort to benchmark time and spend associated with each project
- Lack of TM impacted quality of translations, and impacted global messaging consistency

Engagement Scope

- **AWS Cloud Computing:** AWS provides on-demand delivery of compute power, database storage, applications, and other IT resources through a cloud services platform via the Internet with pay-as-you-go pricing.

Industry: Software



- As per the business market standards and best practices, redefine the current architecture and follow cloud implementation approach.
- **CI/CD:** Utilize the benefits of Application to implement Blue Green deployment approach.
- **Security:** Use of the aws services for high reliability of data.
- **Optimization:** Getting down the cost with full availability by Optimizing all the services to the best of standards.

Solution Overview

TO THE NEW developed the entire system from scratch regarding application and infrastructure architecture. Some of the highlights feature are:

- Cloudwords to utilize AWS autoscaling feature which can automatically adjust the servers capacity up and down based on site traffic.
- Cloudwords utilizes AWS Global infrastructure which provides Regions and Availability zones. Cloudwords to use 3 availability zones to provide high availability, fault tolerance and scalable service to its customers.
- Cloudwords to utilize AWS ASG and Route 53 service to provide Blue Green Deployment Strategy which results zero downtime deployments
- Cloudwords to use AWS cloudformation service to Provision the Testing environment and terminate the environment after testing is done. It result greate cost reduction.
- Cloudwords use AWS Lambda functions to automate the Infra shutdown while not in use
- Cloudwords utilize AWS WAF, Network ACL and Security groups to mitigate the outside attacks

Business Benefits

- Achieved 99.99 percent infrastructure availability with AWS,
- Reduction of release time in production from months to couple of weeks
- Reduced load time of transactions from 3 minutes to few milliseconds
- DevOps & Cloud helped to speed up GTM and scale on demand
- Shortened development to production time through automation and 100% test coverage
- Mitigate outside attacks by utilizing AWS WAF
- Easy Microservice container management and deployment by using AWS ECS
- Serverless architecture using AWS Lambda functions

AWS Services used

- Amazon EC2
- VPC
- Auto Scaling
- Lambda
- Elastic Container Compute (ECS)
- CloudFront

- RDS(Aurora MySQL)
- S3
- Simple Notification Service (SNS)
- Simple Email Service (SES)
- Elastic Load Balancer (ELB)
- Application Load Balancer (ALB)
- Amazon Route 53
- Amazon Elastic Block Store (EBS)
- AWS IAM
- AWS CloudTrail
- AWS CloudFront
- AWS CloudWatch
- AWS WAF
- AWS Athena
- AWS Cloudformation

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