



 **R/GA**

R/GA DIGITAL ADVERTISING **CASE STUDY**

MAY 2016

CLOUD BASED GLOBAL DIGITAL MEDIA ADVERTISING



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Customer Profile

R/GA was founded in 1977 and started as a motion graphics company producing 400 feature films and 4,000 commercials. Today, R/GA is a full-service digital advertising agency. R/GA headquarters is in New York with additional offices in Los Angeles, San Francisco, Chicago, Austin, London, Stockholm, Bucharest, São Paulo, Buenos Aires, Singapore and Sydney. R/GA is part of the global advertising holding company Interpublic Group of Companies. R/GA creates advertising and marketing products and services based in technology and design that transforms the way people interact with brands. R/GA clients include Nike, Microsoft, Google, YouTube, MasterCard, AARP, Qantas, Capital One, Red Bull, Beats by Dre and BBC.



Case Overview

Customer required scalable, dynamic data-driven web site infrastructure to support the release of a Digital Media Advertising for the release of highly anticipated new Samsung phone product. As is the case with many applications upon initial launch, the expected usage and traffic were unknown. The web properties' infrastructure needed to be able to scale in real-time in conjunction with the demand of the end-user population.

Challenges

- Web properties had the potential to be subjected to a large amount of traffic without warning;
- Application infrastructure needed to be able to rapidly scale with demand;
- Additional A/B and/or DEV sites based on the same infrastructure DNA as the LIVE site were required;

Solutions

- Amazon Elastic Compute Cloud (EC2) instances were provisioned to host the web properties loaded with NGINX and Ruby/Rails;
- EC2 instances were provisioned and configured to host MongoDB cluster nodes;
- Auto-scaling was deployed on the web properties' EC2 instances to allow for horizontal scaling of services associated with unpredictable website traffic;
- Amazon Simple Storage Service (S3) was provisioned for solution backup, software deployment, logs, and website static content;
- AWS' CloudFront (Content Delivery Network) was harnessed to distribute static content for production, testing, and development environments;

Benefits

- The deployed web properties are able to serve variable demands in website traffic;
- Static content is delivered quickly and with low latency through Cloudfront CDN;
- Ease of backup and logging via S3 storage buckets;

HOW TO CONTACT A CLOUD SPECIALIST

If you would like more information about the Amazon Web Services Public Cloud or Web Property hosting infrastructure to serve variable user populations - please send your request to:

business-development@aximCloud.com