



TRAVELERS INSURANCE **CASE STUDY**

MAY 2016

CLOUD BASED ADVERTISING ANALYTICS SERVICES



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Customer Profile

Founded more than 160 years ago, Travelers Insurance is one of the nation's largest property casualty company. With more than 30,000 employees and 13,000 independent agents multiple market segments across the personal, business, financial and international insurance groups. Travelers has operations in the United States, United Kingdom, Canada, Lloyd's of London, and the Republic of Ireland. Minimizing risk, preventing loss and helping our customers prepare for the unknown, Travelers' comprehensive products, services and support give individuals and businesses the confidence they need to feel secure.



Case Overview

Travelers needed to re architect the infrastructure responsible for supporting its digital marketing approach to handle for higher volumes and add resiliency against unsuccessful transmissions. A cloud based analytics analysis service was architected, development, quality assurance tested, deployed and supported by AximCloud on behalf of Travelers Insurance.

Challenges

- Advertising data store funnel head 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 to process incoming metadata feeds;
- Fault tolerant, load balanced, high availability uptime requirements were a project core tenant;

Solutions

- AximCloud migrated the customer's online advertising analytics infrastructure to Amazon Web Services (AWS).
- Traveler's priorities in choosing an online advertising platform included:
 - Secure, scalable and extensible infrastructure
 - High availability requirements
 - Highest standards for data center compliances
 - Tools for auditable end-to-end metadata collection
- The Traveler's infrastructure team was:
 - Provided verbose technical system documentation; and
 - Onboarded to their dedicated **Managed Support Customer Portal** as a conduit for ongoing operational workstreams

Benefits

- The 24/7/365 AximCloud Network Operation Center (NOC) is always on the standby to support the Traveler's infrastructure and data flow integrity;
- The deployed infrastructure is able to serve variable demands in advertising analytics data;
- 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