CYBAGE
Delivering Value. Scientifically.

Fast-Paced Digital Marketing Agency Achieves Greater Throughput Post AWS Implementation

About Customer

US-based growth marketing agency with **15+ years** of market presence leverages a proprietary customer acquisition engine. Over **200 transactions** are executed per second catering to a clientele of Fortune 1000 and emerging direct-to-consumer brands. **300+ GB** structured and **450+ GB** unstructured data is ingested and parsed to deliver a comprehensive solution suite.

Business Requirements

- Significant reduction in the infrastructure management overhead
- Empowering the system to seamlessly scale with data volume
- Reinforcement of the existing ETL pipeline
- Curtailing the partner onboarding timeframe
- Bolstering spend management & optimization

Our Solutions

- Implemented AWS Cloud-Native tech stack
- Executed Microservices-based Architecture
- Performed ETL automation using AWS Data pipeline
- Achieved high throughput with AWS Kinesis
- Revamped the DevOps pipeline
- Implemented spend management related features

Business Impact

~33% reduction in **partner onboarding time**

30% improvement in **infrastructure support team's productivity**

Infrastructure cost optimization with AWS consultation achieved

Reduction in **time-to-market** & **cost-to-market**

Boost in system **scalability** & **performance**

Increase in **reliability** & **resilience**