

CYBAGE ENABLED THE MICROSERVICE-BASED BIG DATA PLATFORM TO BE SEAMLESS AND FIT FOR ADVANCED GROWTH

About the Client

- Is a leading player in in-feed, native advertising
- Helps mobile-focused marketers acquire, engage, and retain new users, generate sales, and maximize return on investment
- Offers integrated platform to scale with Facebook, Twitter, Instagram & Pinterest

Business Needs

Confirm architectural choices of new container-based microservice platform for big data scale

Provide feedback and confirm design improvisation to achieve processing KPI for targeted large-scale data

Derive configurations and tuning for tasks, services, cluster for response, readiness and Just-In-Time scalability

Cluster Capacity Sizing and better resource consumption

Define and confirm interoperability across hybrid deployment and high availability

Solutions

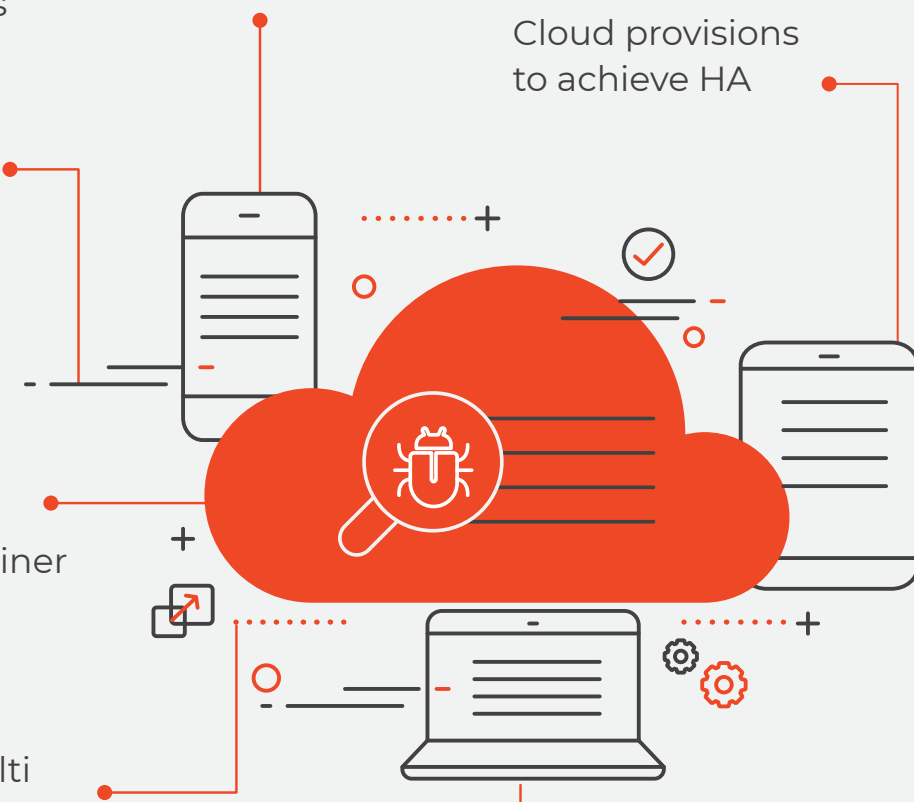
Scaled Config benchmarks to determine restructured services to take benefit of AWS framework such as utilization of queue, EBS volumes (IOPS and provisioning), etc.

Performed Work Flow Model Analysis to optimize heavy processing services to take advantage of container level horizontal scaling

Completed bottom-up multi tier config tuning validation across data scale, concurrency scale, cluster scale, and node scale

Provided end-to-end optimization and cluster sizing

Executed resilience test to minimize multi-failure cases across integrations, and offered Multi-AZ Cloud provisions to achieve HA



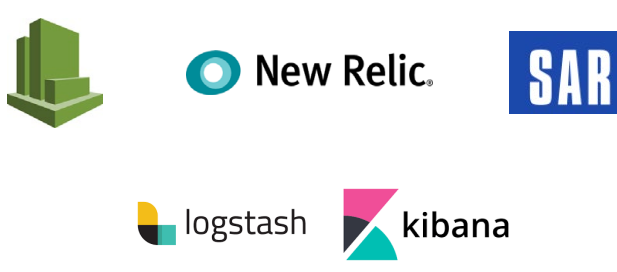
Defined consumption matrices for better predictability to handle future scalability and provisioning

Technology Stack

AWS Services



Monitoring



Data store



Language



Custom Utilities



Big Data Loader: Config based Custom Utility to generate and ingest millions of requests at a time



Data Lake Repeater: Highly scaled utility to backup, restore and customize millions of AWS SQS requests

Business Benefits

Improved resource consumption at service level by fixing memory leak issues

Reduced the probability of getting rate limit error from publishers like Facebook

Boosted performance and throughput by making multiple changes to the application

Removed delay time by improving message handling at SQS level

Restructured microservice platform to take advantage of AWS framework such as horizontal container scaling, utilization of queue, EBS volumes (IOPS), etc.

Benefited from container level horizon scaling by splitting heavy processing services

Cybage Cloud Testing & QA Capabilities



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