



INVENTIVE

CASE STUDY



TEXAS A&M
UNIVERSITY®

AGGIE MUSTER

A Timeless Tradition Goes Virtual During COVID-19

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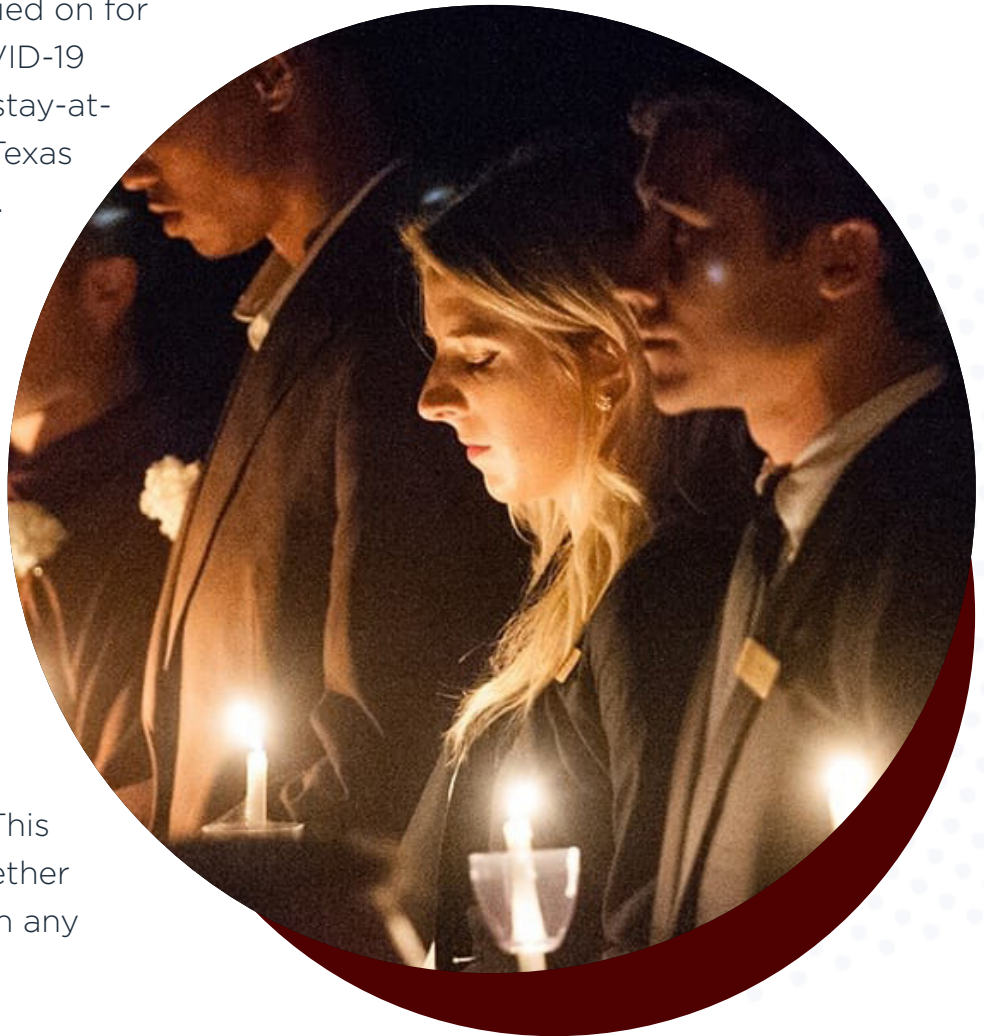


THE NEED

In times of upheaval, there is calm in the traditions that have carried on for generations. This year's COVID-19 outbreak and the timing of stay-at-home orders impacted the Texas A&M Aggie Muster tradition.

Every year since 1903, the Aggie Muster celebrates the camaraderie of the school while remembering the lives of Aggies who have died in the past year. Today, Muster is celebrated in over 300 worldwide locations, with the main ceremony taking place on the Texas A&M campus in College Station. This single ceremony brings together more Aggies worldwide than any other campus event.

In the weeks leading up to the 2020 Muster, with daily changes to social distancing and health recommendations, the Aggies realized they would have to cancel or greatly alter this time-held tradition and quickly move to a digital platform.





THE SOLUTION

Texas A&M recruited Inventive in the 3 weeks prior to the April 21st event to bring a virtual experience to Aggies across the globe, recreating this annual and timeless tradition.

CREATING A SCALABLE AND RESPONSIVE AGGIE MUSTER SITE

The Inventive software development team ran a very “write” heavy load test simulating 50,000 concurrent visitors posting multiple “Here” and Reflections messages.

PRE LAUNCH TESTING RESULTS:

The Inventive solution was able to process over 4 million messages with no degradation in system performance.

The team was able to process 2,500 requests per second across over 100 Premium (EP1) servers during peak testing.

With the build and testing efforts, the Inventive team knew the backend they built would scale to handle the expected load and volume of visitor interactions for the event day.

THE DETAILS

The Aggie Muster site is a custom-built event website that allows interactivity from visitors and the ability to scale to as many as 200,000 participating Aggies. Inventive knew how important this Texas A&M event was and that they needed to create and build a scalable solution quickly.

WEBSITE FEATURES INCLUDE:



**LIVE STREAM OF
CAMPUS CEREMONY**



**INTERACTIVE “HERE”
FOR ROLL CALL**

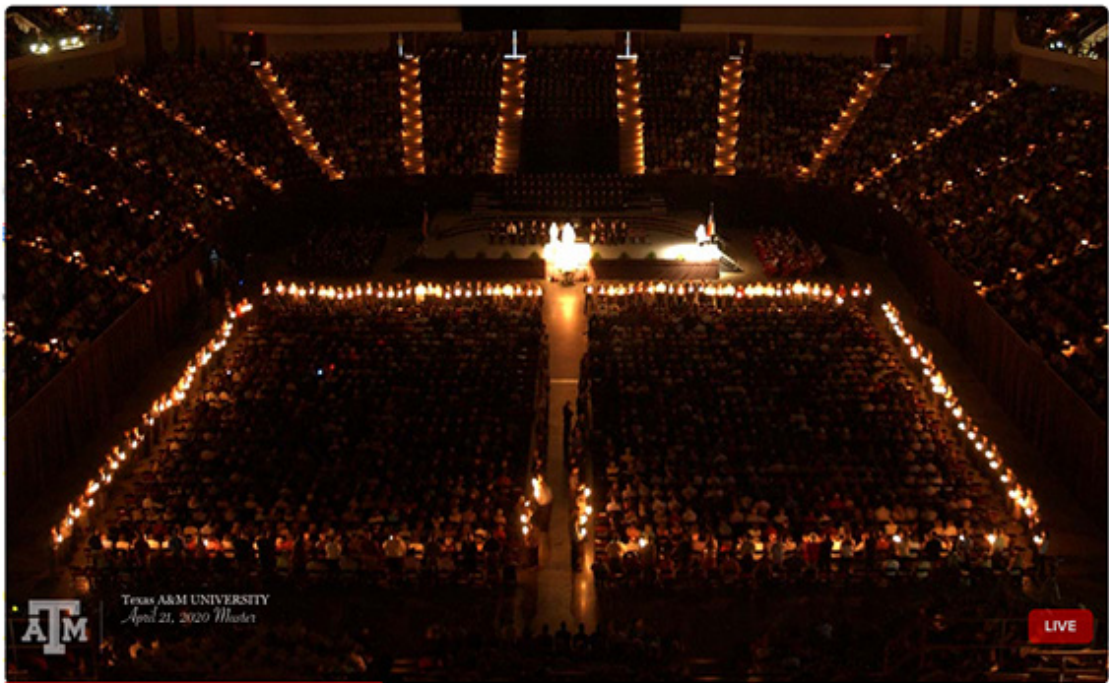


**MAP OF USERS
ACROSS THE WORLD**

Aggie Muster

TEXAS A&M

Home Reflections of the Fallen Class of '70 Photos



View Map

200K Viewers

50K Musters

Here

Refle



SHARE A



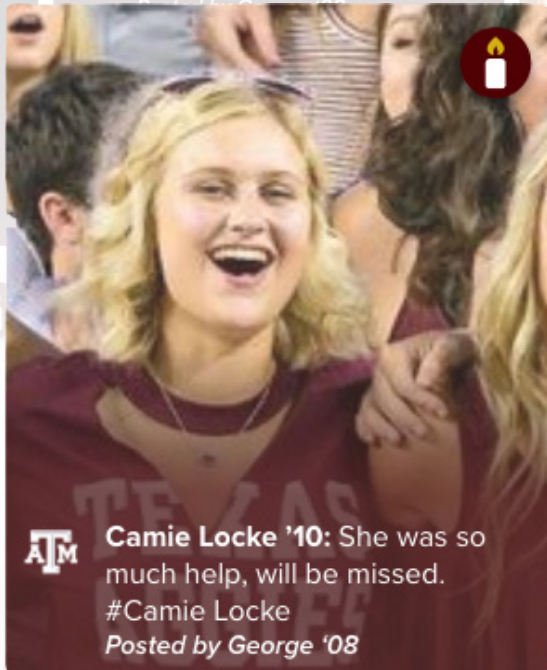
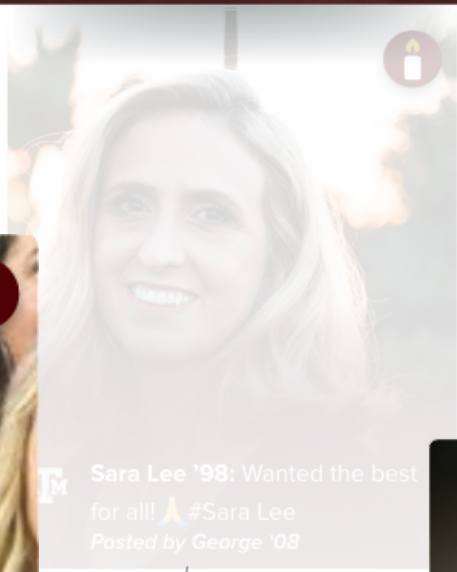
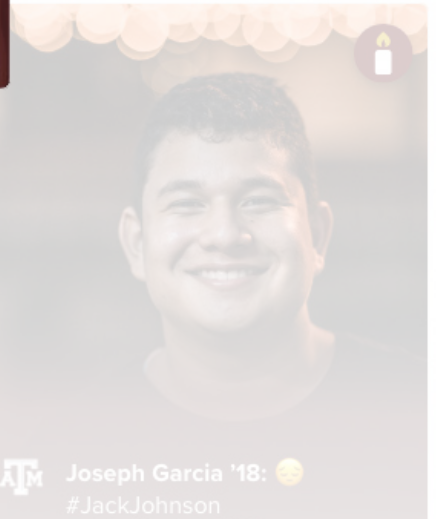
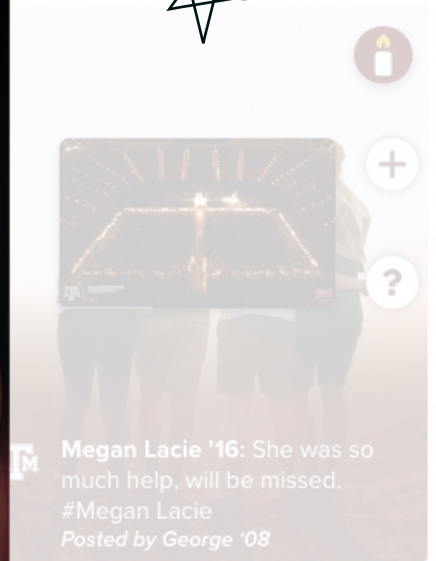
REFLECTIONS OF
THE FALLEN



VIRTUALLY VISIT
TEXAS A&M
CAMPUS



DONATE



ATM **Sam Boi '62:** What a great guy! #SamBoi #BigSam, #SammyBo
Posted by George '08

ATM **John Stern '62:** The best teacher I know! ❤️ #John Stern,
Posted by George '08

THE RESULT

In 3 weeks, Inventive was able to build a platform, load-test for a high volume of visitors (400,000), and deploy the Aggies Muster 2020 virtual event across the globe.

At 6:51 a.m. on April 21, Muster Live began with a World Wide Roll Call in which more than 1,500 people were remembered. Throughout the day, Muster Live had 50,000 unique users to the site, 14,000

registrations, 907 reflections, 15,573 “Here’s” and ran without interruption for 24 hours.

Inventive was excited to be a part of the unique and very special 2020 Aggie Muster. We’re happy that the worldwide community was able to take part in this time-honored tradition in this unprecedented time. We look forward to working with Texas A&M on additional projects to serve its students, alumni, and employees.

“The feedback from executives, the public, everyone has been overwhelmingly positive. It’s a slam dunk so much so that we’ll have to do it again next year.”

— Scot Walker

ASSISTANT VP OF FORMER STUDENTS



IMPROVING LIVES WITH TECHNOLOGY

10% of proceeds are donated to our Inventive Cares Fund. Every Inventive client enables us to improve lives with technology for nonprofits, veterans, women in tech, and first responders. The Texas A&M Muster partnership provided 60 hours of consulting and engineering time to the Inventive Cares Fund. To see more, visit www.inventive.io.



Inventive Group builds technology solutions that solve complex problems across multiple industries. We live and breathe our mission of Improving Lives with Technology, taking product ideas from discovery to launch and scaling our experienced teams to innovate and deliver world-class solutions.

Learn more and contact us for a 45-minute consulting meeting to see how we can accelerate and deliver your digital products from start to finish.

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