

Boosting performance of the real-time marketing platform

Client is a technology based company located in UK offering the companies to enhance their brand presence by creating rich and valuable content like social and digital creatively.

Application Overview

The client's cloud-based application was hosted on Apache server. This application facilitated customers to create and manage their digital marketing projects in a streamlined and centralized approach. Also, the application allowed customers to share digital and social content across all platforms in seamless manner.

Challenge

Client existing system was developed using Python and hosted on Apache server had performance issues. The application performance used to deteriorate once the number of concurrent request on the server increased. Also, the process of record retrieval and storage was too slow owing to capacity of SQLite database. Client was looking to implement an entire solution which can scale the application and also boost the performance. Furthermore, client wanted to read and store all the incoming emails into the database in order to track them.

Solution

To solve the performance issue of the server, e-Zest recommended the client to replace the Apache server with the Nginx server. Nginx server having better capability to manage multiple concurrent request was one of the best option well-suited according to client's requirement. Also, to scale the process of record retrieval and storage, e-Zest proposed client to use PostgreSQL by replacing SQLite database. e-Zest seamlessly implemented PostgreSQL database by migrating all the SQLite data to

PostgreSQL database. In addition, to store incoming emails into the database e-Zest used Lambda cloud service and also implemented triggers using Python code .

Technology Stack

Programming Language – Python 2.7

Python Framework – Django 1.8

Cloud Services – AWS s3, Coludfront, RDS, SES, Lambda

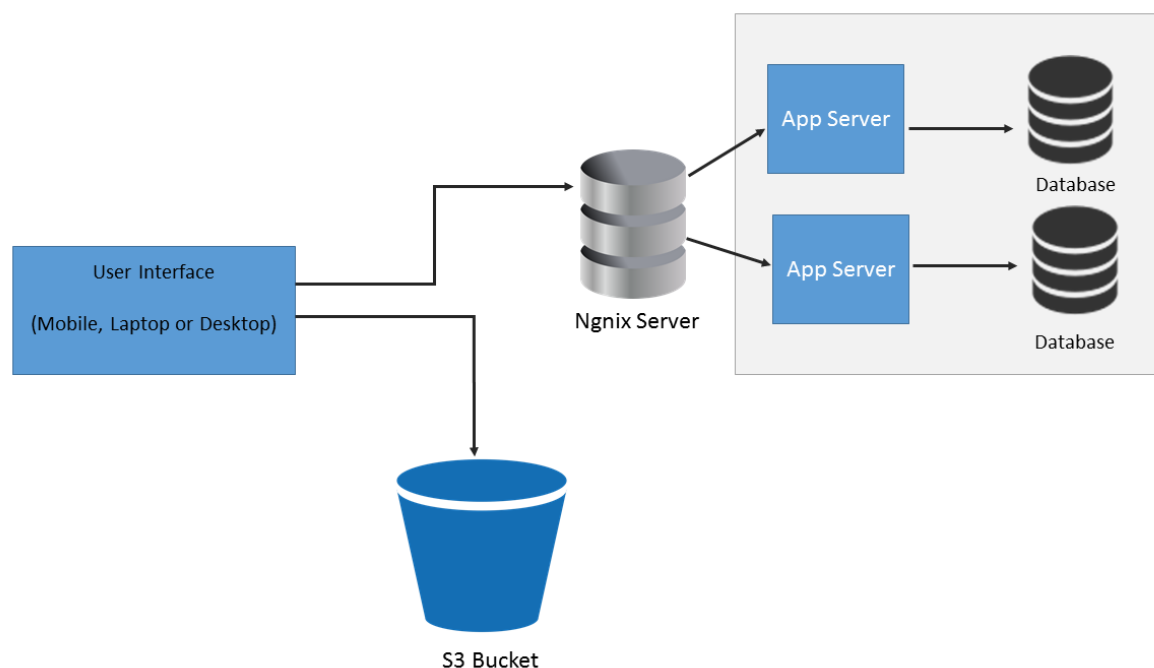
RDBMS – PostgreSQL

Version Control – GIT

Distributed Queue – Celery, RabbitMQ

Front-end technologies – HTML5, Bootstrap, jQuery

Solution Architecture



Business Value

With the newly implemented system and server, client was able to manage all the customers' data in a centralized manner resulting into improved productivity. The application also allowed them to manage and track their project schedules and customers content efficiently. The application developed by e-Zest helped the client to deliver their projects in timely manner.

Conclusion

The efforts of e-Zest in developing and implementing a highly scalable application resulted in boosting the performance of the application. Client was delighted with the efforts e-Zest took in replacing the entire architecture within two days. The developers of the e-Zest received lots of appreciation from client.