About the company

Integral Ad Science (IAS) is a global company that drives the advertising industry into the forefront of technology, using a blend of real time metrics and results to aid its customers in assuring advertising visibility and brand safety across a variety of digital platforms.

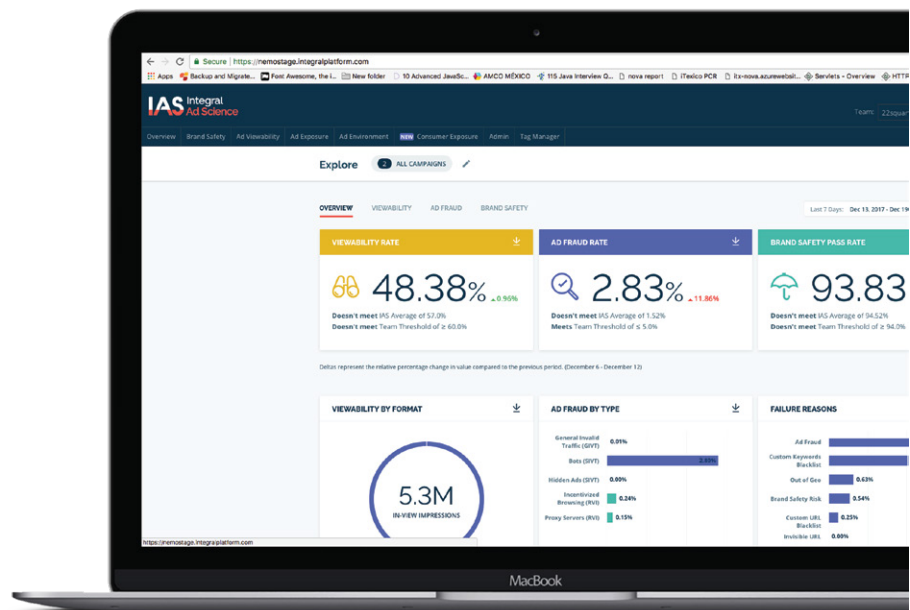**IAS** Integral Ad Science

Business Challenge

IAS was poised to release its latest feature set to its clients, but was encountering coordination issues brought about by an approach which divided its internal engineering resources into two distinct teams. The resulting deliverables -- two giant, monolithic projects -- would not function well as a unified platform.

An extended team was needed to help IAS to decouple two of the largest modules, and to refashion the current platform into more granular projects, or microservices.

What we did

IAS engaged iTexico as an extension of its engineering team -- utilizing its expertise to decouple the current platform into lightweight microservices that could be deployed more rapidly into the marketplace.

iTexico's team also was called upon to integrate IAS's current platform into a new single sign on (SSO) service developed as a part of this new architecture. iTexico also helped IAS to button down the back end of the overall platform and helped to develop the user interface (UI) for a new effort that would allow IAS to collect greater user insights about the exposure impact of its campaigns.

Industry

Advertising

Skills

Back-end   Front-end

iTexico

How we did it

iTexico deployed a team of senior web developers with deep experience in Java, Spring, Spring Boot, Spock, Gradle, Gulp, Sass and Highcharts.

Working alongside IAS's management team, iTexico joined the project as the company sought to integrate its legacy platform into the new SSO service, then worked to migrate the two large modules into microservices (a project that still is ongoing, in phases).

On the Front End, iTexico's team deployed an AngularJS framework to build out the new UI, and worked alongside the IAS team in developing a set of core AngularJS components which form the foundation to all future UI projects within the new platform. Finally, iTexico's team has created a workflow process and a toolchain for all tasks related to developing and building out the front end of the microservices.

Outcome

iTexico has become an indispensible part of the IAS project team, helping the company to develop, integrate and launch new microservices to its consumer marketplace for more than two years. iTexico's expertise, along with the Agile methodologies employed in the development process, allows for projects to move at warp speed, bringing projects and solutions to life with speed and ease.

Technologies

Have a project in mind?

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