
Digital Transformation & Automation of a
Cloud-based event management company.

OUR CLIENT

An all-in-one platform enabling global brands and enterprise companies to run highly engaging events. This leading Event Management platform customer connects people through Virtual, Hybrid, and Onsite events. Virtual experiences can be created for any event on this platform, with live or on-demand capabilities.

Audiences are engaged throughout an event with a set of integrated networking & engagement tools. Building a seamless, customized event registration process, along with a strong online presence for events with responsive event websites, is facilitated by customers. When they approached us, their infrastructure had already been set up on the Cloud.

THE ASK

In essence, the customer's goal was to leverage the Cloud features efficiently in order to make their application and infrastructure stronger in every way – highly available, cost-efficient, secure, fault-tolerant, and scalable. As per their requirements, NewVision also needed to automate their Build & Deployment by using Jenkins 2.0.

OUR SOLUTION

After assessing their current infrastructure on the Cloud, we conducted the analysis and highlighted desired areas of improvement. Thereafter, we made the application highly available and scalable and upgraded the infrastructure – deploying the application in multiple availability zones and multiple regions with the help of auto-scaling.

Our team also identified some logical components and their dependencies, refactoring them with the help of developers. They then created APIs for remote user interfaces, such as for reporting. In the build & deploy stage, the DevOps pipeline was designed and implemented, using third-party tools.

SOLUTIONS SOFTWARE & APPLICATION

The technology highlights of the solution we architected are summarized below:

- For Assessment, we used the in-house infrastructure assessment framework.
- To achieve high availability and scalability, we suggested that deployment should be in multi AZs and not in a single AZ. The application was thus deployed in multiple regions to target different geographical end-users, greatly enhancing the user experience. Instead of application deployment on EC2, we switched to AWS EC2 Auto Scale. As for the creation of APIs, we opted to use AWS Lambda.
- For uninterrupted services, NewVision recommended the use of fully-managed services – such as S3, SQS, ELB and so on – to make the system fault-tolerant.

To implement the DevOps pipeline, our team leveraged a set of third-party tools at different stages of the project

PLAN

Initially, there should be a plan for the type of application that needs to be developed. (Getting a rough picture of the development process is always a good idea).

CODE

The application is then coded as per the end-user requirements.

BUILD

Build the application by integrating the various codes formed in the previous steps.

TEST

The most crucial step of the application development process – Test the Application and Rebuild, if necessary – follows.

INTEGRATE

Multiple codes from different programmers are integrated into one.

DEPLOY

Code is deployed into a cloud environment for further usage, ensuring that any new changes do not affect the functioning of a high-traffic website.

OPERATE

Operations are performed on the code, if required.

MONITOR

Finally, the performance of the application is monitored, with changes being made to meet the end-user requirements.

THE OUTCOME

The high degree of success of the project can be gauged by the following metrics:

- Improvement of 50% of the release cycle for CI/CD. Increase of 80% in team productivity.
- Increase of 60% in testing automation.
- Increase of 85% in overall release quantity.

The customer achieved all they had set out to, and our relationship continues to grow in scope and scale.

ABOUT NEWVISION

NewVision Software is a global information technology consulting and services company. We are digital natives discovering ideas, constantly innovating, improvising to build a better future for our customers. We strengthen and transform businesses by providing focused software solutions. Headquartered in India with presence in the US and the Middle East, the company offers a range of innovative and high-quality consulting services across several sectors and practices to help our clients adapt to the digital world to improve their results.

As a Centre of Excellence-based organisation, we follow frameworks that deliver technology leadership, inculcates best practices, accelerates research and training for the following offerings to our clients and partners.

SOFTWARE PRODUCT ENGINEERING
Nurturing your idea end to end

BUSINESS PROCESS MANAGEMENT
Process-powered profitability

QA AUTOMATION
Test. Automate. Simplify.

CLOUD
Unlock Scale, Unlock Speed, Unlock the Cloud Continuum.

DEVOPS
Transform faster and safer

UTILITIES
Transforming lives globally

DATA
Demand more from data