

App Modernization Using Microservices Enables Multi-Channel & Colossal Customer Conversations



Key Services

- Digital Product Development
- Emerging Technology Solutions
- Quality Engineering

Executive Summary

The client provides data-driven, interactive digital marketing solutions that enable companies to engage customers and increase conversions. It needed a solution that helps modernize and strengthen its digital marketing solutions app that can scale on volumes across channels giving seamless customer experience.

Client Profile

The client is a leading global provider of digital marketing solutions that help companies engage with their customers.

Business Challenge

Client needed a solution to modernize its 15-year old application into a modern architecture so as to enable better digital messaging for its customers with automation and service integration embedded in the solution.

Solution

- Innominds solution assisted the client in rebuilding and developing microservices to access core functions such as lists, campaigns & data management for their digital marketing solutions portfolio
- Mule ESB & Apache Active MQ to achieve microservices architecture
- Bespoke transaction management to overcome a Mule limitation
- In-memory distributed cache for data sync across microservices
- Platform deployment in a private cloud in a clustered environment
- Solution helped to enhance system scalability & services extendibility of the growing SaaS platform

Benefits

- Modernized platform app supports over 5,000 companies delivering billions of marketing messages/ emails per year across channels
- Greater scalability, seamless and uniform multi-channel experience
- Better user engagement with a well optimized digital marketing platform

Tools and Technologies

Java, Spring, Mule ESB, JAX-RS (REST Web Services), ActiveMQ, HTML5, CSS3, AngularJS, MySQL, Groovy, Flex 9, PHP, MySQL, QTP and Hazelcas

About Innominds

Innominds is a Silicon Valley-based Product Engineering Services and Solutions company headquartered in San Jose, CA. Innominds offers co-creation services to enterprises for building solutions utilizing digital technologies focused on Devices, Apps, and Analytics. It provides expertise in the field of Cognitive Analytics, Connected Devices & Cloud Apps and assists enterprises in their digital transformation initiatives.



In case of any queries, please get in touch with us at marketing@innominds.com