



Real-Time Marketing Performance Analytics SaaS Platform

Case Study

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network

SaaS Architecture
Competency

Real-Time Marketing Analytics: Empower ROI Optimization

Origami Logic (acquired by Intuit) delivers precision 24×7 tracking of the billions spent by global brands on digital media, using data science to track 1000s of adtech data sources.

intuit®

INDUSTRY

Digital Media & Marketing

SOLUTION

SaaS Platform, Data Integration, Data Management, Auto-scaling, Microservices, Machine Learning

CLIENT

Origami Logic
Acq. by Intuit



Intuit

Origami Logic gives global brands and media agencies real-time insights into the ROI of digital marketing campaigns. In the fast-changing, fragmented and ultra-competitive world of online ads and promotions, Origami's performance analytics and drillable dashboards empower marketers to always be optimizing campaign budgets and eliminate wasteful spending.

The Challenge

Facebook, Twitter, Youtube, Google and more are constantly changing the mix of ad/audience interfaces, as high-speed bidding signals race through a complex web of agencies. Customers struggled with a reliable source of truth on marketing spend. Origami needed to continuously integrate and deliver unified campaign performance dashboards across brands, brokers, media.

The Solution

Building on the AWS platform let us re-architect Origami's core business workloads just as the company began to experience explosive growth. Microservices for inbound data processing proved adept at handling fine-grained fluctuations in compute demand — to achieve high resource utilization and low response time. Amazon S3 data storage provided a faster, cheaper way to store data streams and fast-changing 3d party campaign APIs. Athena provided industry-standard SQL access data access and manipulation right off of S3 buckets. The versatility of Athena also made it easier to build machine learning (ML) models, finding campaign optimization opportunities from the latest feed data in S3. Amazon Quicksight completed the picture with visual analytics.

Aggregating third-party data feeds and business logic requires constant changes to both data processing and data management. CloudGeometry's CI/CD solution provided Origami a stable, predictable, end-to-end process infrastructure to create, test, and deploy new data rules into the microservices architecture.

Continuous data ingest

Reliable integration with top SNs, SEs, Marketplaces, streaming, and API data feeds. Flexible framework for tuning data cleansing and transformation rules

Auto-scaling

Microservice architecture and containerized Docker-based deployment can quickly scale on AWS cloud to save cost and adjust to peaks on demand

Analytics on ever-changing data

AWS Athena along with Quicksight makes short work of building analytics services on top of S3, with no need to integrate and maintain traditional DBs

The Benefits

Building on AWS gave Origami Logic a powerful, unified view, always up to date, for brand marketers, data scientists, and digital agencies alike.

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Technology Solutions & Services

to build, optimize and run your cloud software and operations.



cloudGeometry

TECHNOLOGY SOLUTIONS

APPLICATION MODERNIZATION

Transform Legacy Systems for Future-Ready Innovation

CLOUD COST MANAGEMENT

Optimize Cloud Spending for Maximum ROI and Efficiency

AI & DATA

Achieve breakthrough automation and analytic insights via cutting-edge data strategies

SECURITY AND COMPLIANCE

Reinforce your cloud infra, workload, operations, and development end-to-end

FOUNDATION SERVICES

CLOUD INFRA & OPS

Robust Infrastructure Solutions for Seamless Operations

- DevOps as a Service
- Managed Cloud Operations
- Cloud Spend Optimization
- Resilience, Continuity & Backup
- AWS Well-Architected

MODERNIZATION & MIGRATION

Smooth Transitions to Modern Architectures with Minimal Disruption

- Application Modernization
- Kubernetes Adoption
- AWS Database Migration
- Data Engineering Operations
- Data Integration
- Data Migration
- Cloud Migration & Adoption

ADVANCED SERVICES

CLOUD-NATIVE DEVELOPMENT

Build Scalable, Resilient Applications with Cloud-Native Technologies

- CI/CD
- Multi- Platform App Design & Development
- Cloud-Ready Teams
- Enterprise SaaS Modernization
- Multi-Tenancy SaaS
- B2B Customer Success Engineering

CLOUD-NATIVE OPERATIONS

Streamline Operations with Advanced Cloud-Native Practices

- Platform Engineering
- Workload Management
- Monitoring & Observability
- Infrastructure Management

AI/ML & DATA SERVICES

AI/ML & DATA

Leverage Advanced Analytics and Machine Learning to achieve exponential acceleration in the ROI of your data assets

- AI/ML Engineering for Data Analytics
- Generative AI
- Traditional ML for Data Analytics
- AI/ML Development and and Data Science
- Data Engineering for MLOps

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Tel Aviv

CloudGeometry delivers expert technical services, helping our clients unlock the full potential of cloud-native open source tooling and commercial platform technologies.

With roots in Silicon Valley, we've seen firsthand what works (and what doesn't). Count on CloudGeometry to accelerate application modernization, Kubernetes adoption, developer enablement, secure multi-tenancy, AI/MLOps, DevOps automation and more.

- As **AWS Advanced Consulting** partners, our certified solution architects and platform engineers help address the range of challenges facing enterprise innovators and venture funded startups alike.
- The **Cloud Native Computing Foundation** has accredited us as a **Kubernetes Certified Service Provider**.
- We serve as charter contributors to the **Linux Foundation Data & AI Commons** (LF Data & AI), supporting a diverse, sustainable ecosystem for open source data and AI technologies.

Over the last decade, we've built and deployed hundreds of big, fast full-stack apps with well-engineered cloud infrastructure across industries: Financial Services, Industrial Automation, Healthcare, AdTech, Consumer-grade Mobile, smart devices, and more.

From enterprise upgrades to data engineering to cloud-native scale-out, CloudGeometry helps you plot the shortest path across all dimensions of modern cloud software engineering.

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Advanced
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SaaS

Amazon Kinesis

AWS Lambda

Amazon Redshift

AWS Database
Migration Service



CLOUD NATIVE
COMPUTING FOUNDATION

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Expert
Platform Engineering
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[CloudGeometry.io](https://cloudgeometry.io)
+1 408 444-7061
info@cloudgeometry.io
github.com/cloudgeometry

Cloud Infrastructure
& Application
Modernization

100 S Murphy Ave #200
Sunnyvale, CA
94086 USA

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