CloudGeometry

How our experts designed, built, and optimized cloud software to enable SaaS business success

Case Studies eBook

Select customers from Silicon Valley startups to global corporate innovators

aws partner network | advanced consulting partner | saas architecture competency

01 **GE Digital**
Manufacturing, IoT

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Supply Chain, CPG

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Advertising, SMB

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CloudGeometry

SaaS Multi-tenancy for Putting Industrial Data to Work

Aligning physical and virtual assets drives improved productivity and reliability, optimized maintenance, and operational intelligence – straight to the bottom line.

GE Digital

INDUSTRY

Manufacturing & operations across sectors:
aviation, energy, water / wastewater, automotive & more

SOLUTION

Cloud-native secure multi-tenancy, billing & financial systems
Integrations,
migration, streaming data

CLIENT

GE Digital

CloudGeometry

GE Digital

The Challenge

An innovative business model for monetizing IoT across industries and devices promised to open new pathways to data leverage. However, established data integration approaches, even using containers, quickly exposed gaps in manageability and scalability. Neither big data warehousing nor microservices enabled sufficient agility to meet the rapidly evolving landscape of signals, sensors, and analytics across the company's diverse customer base. Application deployment hit DevOps shard, as the number of moving parts and the dynamic activities around accelerated. Moreover, keeping up with the most innovative of its customers risked creating an expanding network of tenant islands.

The Solution

Software manageability and agility became the prime directive. To make the transition to a more future-proof technology strategy, the organization turned to the experts at CloudGeometry. We worked together to design and deploy a SaaS architecture that could reach the next level of resilience and robustness. Kubernetes as service in Amazon (EKS) was used to deploy, scale, and operate all system environments. It's a virtuous combination of containerization and work orchestration.

Ingestion of IIoT event payloads from both physical and digital devices are piped through Kafka streaming logic, accommodating different customers with different operational needs. This approach helps to quickly deploy the full-scale system for any new tenant; Docker, Jenkins, and Ansible drive a CI/CD toolchain. It also simplifies resizing different instances to fit workload needs dynamically.

The Benefits

Migrating 12 microservices from EC2 to AWS EKS translated a SaaS business model into an operationally sustainable multi-tenancy IIoT workload portfolio offering.

Secure multi-tier multi-tenancy — **Kubernetes** runs multiple isolated applications on elastic infrastructure, leveraging namespaces and **IAM security roles / policies**

IIoT workload deployment automation — Automation of workload launch, scaling, rollbacks, etc. makes on-boarding new industrial customers a matter only a few human hours

Full-stack fine-grained billing — Customized CostToServe module calculates compute and storage resource utilization per tenant, per device and per user

CloudGeometry

GE Digital

" In unlocking the potential of IoT and its rich data streams of data for heavy industry, GE Digital has pioneered digital transformation across long-established sectors of the global economy.

Its scalable, asset-centric data foundation provides a comprehensive and secure multi-tenant application platform that can run, scale, and extend digital industrial solutions.

It leverages SaaS design principles to span edge technologies, analytics and machine learning, big data, and asset-centric digital twins.

Real-time stream processing unifies edge sensors and centralized information systems in an integrated cloud fabric.

CloudGeometry

Real-Time Marketing Performance Analytics SaaS Platform

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
Acquired by Intuit

CloudGeometry

Origami Logic

Acq. by Intuit

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.

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.

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

CloudGeometry

"

Origami Logic (Acq. by Intuit) 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.

CloudGeometry

SaaS Application Platform
for Global Non-profits & NGOs

Multi-tenant collaboration unlocks digital productivity for hands-on charity, community, NGOs & global community orgs.

INDUSTRY

Non-profits & NGOs, enterprise social networking, engagement management, events

SOLUTION

Customizable B2B Mobile/Web App, secure multi-tenancy, automated data partitioning, in-app messaging

CLIENT

NGO SaaS Startup

cloudGeometry

NGO SaaS Startup

The Challenge

In the digital economy, affiliate and mission-based organizations face the threat of erosion and fragmentation at the hands of social media tech giants. They lack infrastructure and technical resources to build and run modern data and cloud platforms. The NGO SaaS Startup wanted to meet the challenge with a highly adaptable front-end and back-end that could avoid imposing undue burdens of customization on their NGO customers.

The Solution

Our NGO Startup client needed CloudGeometry to design, build, and operate a versatile end-to-end architecture. Their vision was to serve end-users ranging from occasional volunteers to first responders to association administrators – all of whom could drive momentum in their mission by digitizing personal and organizational productivity. CloudGeometry laid out technology strategies and design patterns by relying on best practices outlined by the AWS SaaS Factory. Key features of the solution:

→ Robust identity management is essential to flexible, cost-effective SaaS.
→ Multi-tenancy delivers another complementary benefit: each tenant NGO gets its own unique admin dashboard.
→ CloudGeometry's SaaS Multi-Tenancy Architecture also delivers automated, granular management processes, built-in.
→ Consistency across the data environment also simplifies subscription administration.

The Benefits

Backed by CloudGeometry architecture and implementation expertise, this NGO Startup lowered the barrier to digital community building in markets as diverse as Kenya and Korea. Tenant applications are easily customizable, readily configurable across a broad range of use cases – accelerating SaaS platform pay off faster as new opportunities for growth emerge.

Customizable mobile app experience	End-to-end app creation & product management; prototyping, A/B tests, feature iteration, full QA process
SaaS management & operations	Automated infrastructure management rolls changes simultaneously across all tenant environments
Billing & metering	Integrated subscription management combining application enablement, content operations, and multi-tier sub-accounts

CloudGeometry

NGO SaaS Startup

" Social relationships are the lifeblood of community and stakeholder engagement. Mission-driven organizations, such as nonprofits and NGOs, want digital interactions easier for their stakeholders and chapters: connect in real-time, create ad hoc teams, update project channels, connect via in-app messaging, and share collaboration content.

Our client, an NGO SaaS Startup, conceived a platform tailor-made to simplify digital adoption by charities and NGOs. It featured a modern, versatile front-end app, leveraging data, and cloud infrastructure all founded on the economics of SaaS. Organizations targeted were as diverse as Red Crescent/Red Cross groups in Africa to European Chambers of Commerce.

CloudGeometry

Convert any CPG into IoT

Thinfilm's NFC platform lets producers & distributors use smart labels to turn any CPG into data-driven connected digital experiences.

thinfilm

INDUSTRY

Digital Marketing, Supply Chain, Consumer Packaged Goods

SOLUTION

Data Integration Management,
Analytics,
Data Engineering Operations

CLIENT

Thinfilm

CloudGeometry

Thinfilm

The Challenge

Now that smartphones everywhere means digital connectivity anywhere, any physical goods you can hold in your hand can become a rich digital experience. Thinfilm NFC makes the connection seamlessly, with sensor technology printed on smart labels, attached to a variety of packages. Anything that can be labeled can be tracked at any and every step from factory to consumers' homes – and in real time. Because Thinfilm labels make every unit secure and perfectly unique, it can create a continuous and complete stream of data every time someone chooses to interact with that unique item.

The Solution

With roots in process manufacturing, Thinfilm needed to extend the reach of its data strategy to encompass third-party supply chains as well as mobile and web-based data. CloudGeometry led the efforts to create an integrated platform, serving multiple data streams across this new ecosystem. The foundation layer was facilitated by a migration from standalone databases, consolidated to AWS RDS on the Amazon cloud platform. This, in turn, provided the support behind the company's CNECT SDK. CNECT lets CPG companies treat any package label like an active IoT Device.

Backed by Data Engineering Operations services from CloudGeometry, the CNECT platform features a REST-based APIs to give Thinfilm customers a highly configurable user experience platform. It delivers query data objects with responses rendered in JSON, writing them to the database. Thinfilm customers can also run BI and reports by aggregating event transactions. CloudGeometry ensures continuity, scalability and data quality to ensure reliable consumer experiences drive marketing success for Thinfilm's customers.

The Benefits

CloudGeometry gives Thinfilm the complete set of data services and solutions needed to deliver its data-driven CNECT smart-label integration platform for CPG.

Acquire / Ingest Any Source Data	Mix / match transactional, streaming, batch using Aurora & Redshift, plus Kinesis streaming
End-to-end Buildout	Architect and deploy cloud data pipeline infrastructure using key open source & AWS technologies
Production monitoring, 24×7	Mission-critical data continuity operations across business & analytic use cases

CloudGeometry

Thinfilm

" Now that smartphones everywhere means digital connectivity anywhere, any physical goods you can hold in your hand can become a rich digital experience.

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CloudGeometry

AWS Cloud
Cost Optimization Pipeline

Optimize cloud economics for SaaS architecture, up-level cost observability, and integrate with financial controls — no more waiting for end-of-month bills.

S SYMPHONY

INDUSTRY

Financial Services, FinTech

SOLUTION

FinOps, SaaS, Visual analytics, Data Engineering

CLIENT

Symphony Communications

cloudGeometry

Symphony

The Challenge

Cloud software engineering offers new ways to find and fix problems of reliability, performance and more. Users of Symphony in financial markets rely on millions of EC2 instances spinning up and down quickly.

It's a demanding engineering challenge. And in pursuit of product development velocity, a single configuration change could seem a worthwhile bet. It could also spike cloud spending by five-or-six figure – invisible until month's end upon analyzing the cloud bill via a spreadsheet. And without timely, accessible data and reports, developers and product teams struggled with trade-offs between speed, cost, and quality.

C-level execs needed to tie engineering spend to release productivity and and profitability of various features. The product operations at the company needed to boost accountability for cost management and cost awareness. Implementing the industry-standard FinOps Foundation Framework could give the variable spend model of cloud accountability and transparency – on par with security, compliance, and governance.

The Solution

CloudGeometry combined its expertise in DevOps, SaaS architecture, and data engineering to build out a scalable foundation for FinOps data, integrated with existing financial controls and business operations. AWS Cost and Usage Reporting (CUR) information, normally only seen via AWS APIs and the AWS systems management console, became a standard part of business operations.

Integrating with the Domo BI & Visual Analytics platform. Trending and variance analysis helps to show why costs increased. As a result, internal team benchmarking could drive best practices and enable continuous improvement, thanks to new ways to drive decisions based on business value.

The Benefits

By structuring, standardizing, and streamlining global FinOps data, CloudGeometry put Symphony's business and financial managers company a level playing field with their engineering counterparts. Now, everyone was speaking from a single set of facts about cloud product and customer operations.
Now, software delivery efforts can be measured beyond classic IT metrics like performance and reliability. It meant product development could "keep score" on the ROI of innovations right to the bottom line. Resolving cost anomalies faster could unlock continuous improvement.

Athena & Glue Data Catalog	Provide well-structured ETL & job management from native **CUR for all AWS service events**
Lambda/Step Function Automation	Automated entity mapping into **Aurora PostgreSQL**, enables standard RDBMS analytics at scale
Visual Analytics Dashboard	AWS Best Practices for Well Architected Cost Optimization using **QuickSight & Domo**

CloudGeometry

Symphony

" As the booming FinTech sector accelerates innovation in financial markets, secure compliant collaboration has become ever more essential. Live, seamless, asynchronous sharing of conversation and content that meets stringent regulatory standards is critical to all manner of finance professionals wherever they work around the world. Our client, a leading SaaS platform for the financial services industry, offers a secure, encrypted cloud-native automated collaboration & messaging.

Over the last two years, the company has targeted growth by expanding its market to create new opportunities for person-to-person collaboration via seamless chat-based, file sharing, automation of trade workflows all in real-time. Their clients range from global mega-banks to boutique specialty firms, all of whom rely on worldwide synchronous and asynchronous collaboration to keep their financial transactions ahead of the curve.

CloudGeometry

Continuous Integration drives Operational Readiness

Resilient data supply chain enables machine learning models for detecting event anomalies across a global energy grid.

SUNPOWER®

INDUSTRY

Solar Power & Energy Grid

SOLUTION

DevOps, SaaS,
Real-time analytics,
Machine Learning

CLIENT

SunPower

cloudGeometry

SunPower

The Challenge

SunPower's global Remote Ops teams needed to process billions of data points per hour. Inputs varied widely. There are hundreds of equipment types from different manufacturers. Managers had to make sense of report data in incompatible formats from legacy systems, such as Data Historian, EAM, SCADA and more. Operators needed to see unified health status for each plant, using AI to diagnose the state of each piece of machinery. Field technicians needed proactive notifications about possible failures, minimizing false positives.

The Solution

CloudGeometry chose the AWS cloud platform for its global reach. Another key benefit was using Amazon Kinesis, for signal collection and parallel processing across geographies. Processed data flows to Amazon RDS, and is then replicated into central storage, using Amazon Aurora DB for SQL data and DynamoDB for nonSQL data sets. Signal data also feeds into Machine Learning (ML) models, each trained for specific equipment types. ML helps check device health data, discover anomalies and flag them to operators and technicians. Signal data is also aggregated every 15 seconds via with Spark data processing, which creates datasets for a web-based unified analytics dashboard showing health status for the whole network.

CloudGeometry's CI/CD solution enables frequent updates to production systems with no downtime. It also speeds up on-boarding of new equipment types, as well as releasing new business process and reporting features.

The Benefits

Thanks to the new scalable cloud-native system, SunPower operators have the visibility they need to discover equipment anomalies sooner, and at far less cost. Always getting better data faster also cuts downtime & reduces the number of on-site technicians dispatched.

Easily add new IOT equipment
Reliable integration with logging via **Kinesis streaming**, and API data feeds. Flexible framework for tuning data cleansing & transformation rules

Data drives machine learning models
ML models helped cut 50% of false alarms, and continue to drive improvements as the models process new anomalies & incorporate feedback from field technicians

24×7 Monitoring & compliance
CloudGeometry Monitoring tracks the health of all system components 24×7, ensuring operational integrity at all locations worldwide

CloudGeometry

SunPower

"

SunPower is the leader in solar power innovation, operating over 3 gigawatts of commercial and utility-scale solar power plants. Panels & equipment situated in over 700 sites around the planet are all managed from a central Command Center in Austin, TX.

Avoiding costly downtime in this large-scale equipment infrastructure depends on SunPower's Remote Operations team, and how well it can work with data-intensive alert streams.

CloudGeometry

OTT Ad Platform Processes
10 Billion Ad Calls a Day

Real-time AdTech delivers hi-speed audience selection analytics with seamless OTT video inventory delivery.

INDUSTRY

Digital Media & Marketing

SOLUTION

Data Integration, Machine Learning, Analytics & Data Science Pipelines

CLIENT

ZypTV (former ZypMedia, Inc)

cloudGeometry

ZypTV

Acquired by Compulse Digital Media

The Challenge

For global brands, the complexity of accessing and analyzing video inventory can put high-value audiences out of reach. Managing the mix of online video audiences is a huge opportunity for an omnichannel ad strategy – provided it can be integrated with performance data in real time. That requires responding to real-time bids within single-digit milliseconds, and closing the analytics loop for ad buyers with the same near-zero latency.

The Solution

Success in OTT video audience acquisition comes by getting the right viewer to see the right video ad at the right time – and have the viewer watch the video clip to completion.

CloudGeometry provides a closed loop data science pipeline architecture that feeds the company's proprietary machine learning algorithms; for example; giving advertisers model-driven guidance for media campaign timing optimization.

Using the Dataflow Integration Platform by CloudGeometry, built on an elastic microservices architecture, ensures a reliable, high-quality data ingest and enrichment. Given the massive stores of historic data required for accurate trending, CloudGeometry uses Redshift as a central place for all historic information, complemented by actionable analytic queries pushed to RDS. Finally, all end-to-end Data Pipeline resources are backed by CloudGeometry's Data Engineering Operations service, monitoring data quality and reliability 24×7×365.

The Benefits

A comprehensive end-to-end data platform strategy from ingest to ML drives the leading edge of data driven OTT video advertising audience acquisition.

On-demand data integration — **Amazon Redshift** handles continuous change in spanning massive data sources, for a full spectrum of analytics use cases

Operationalize Machine Learning — Leverage **AWS Sagemaker** ML to manage data flows and ongoing jobs for model building, training, and deployment

Data Science Automation — Continuously assess data science roadmap, provide foundation both for data-driven innovation both agile and reliable

CloudGeometry

ZypTV

" As a leader in real-time video AdTech, our client delivers integrated hi-speed audience selection with seamless video inventory delivery, for maximum reach – a channel known in the industry as OTT (over-the-top).

Its real-time analytics and bidding management engine delivers precision-targeted video content sources from sources like YouTube, Hulu, and social media.

The company provides its agency and global brand customers access to integrated feeds from over 150 ad exchanges and streams, processing 10 billion+ ad calls a day.

The breadth and depth of its platform ensure global brands and agencies acquire can better, more profitable audiences faster.

CloudGeometry

Real-Time Asset Intelligence and Remote Operations

High-value asset monitoring platform leverages AI and ML in SaaS platform, to blend real-time and historical data — cutting downtime worldwide.

splunk>

INDUSTRY

Energy, IoT

SOLUTION

Dataflow Integration, continuous data science pipeline management, real-time analytics

CLIENT

Krypton Cloud
Acquired by Splunk

cloudGeometry

Krypton Cloud
Acquired by Splunk

The Challenge

Avoiding costly downtime for large-scale equipment infrastructure depends on how well remote operations works with data-intensive alert streams. The complexity of data operations at SunPower's global Remote Ops starts with processing billions of data points per hour, ingesting streams from equipment types across hundreds of different manufacturers and collected by Krypton Cloud. At the same time, vital historical data needed to be reconciled across incompatible formats from legacy systems, to ensure analytics signals could be modeled with proper context. Using machine learning to drive AI diagnostics could give managers and field technicians alike a clear & actionable picture of the state of each piece of machinery and plant operation health as a whole.

The Solution

Krypton Cloud took advantage of a range of CloudGeometry services and expertise to build a SaaS platform that could transform data integrated across their customers' global operations. This model-driven analysis of patterns that maximizes equipment utilization & streamline physical plant service operations. Krypton Cloud relied on CloudGeometry experts to transform and enrich data across a wider range of sources across geographically distributed availability zones. Signal data was also aggregated every 15 seconds via Spark micro-batch processing. The data flows extended to historic data, cached in a heterogeneous data warehouse infrastructure that runs Amazon Aurora for SQL data and DynamoDB for nonSQL data sets.

For example, Krypton customer Sunpower also harnessed from CloudGeometry dataflows, with data pipelines adapted to profiles of specific equipment types. The ML engine uses this to check device health data, discover anomalies and flag them to operators and technicians. Data Integration services provided by CloudGeometry generated continuously up-to-date data sets datasets, and fed unified analytics dashboard to display health status for power plants across the planet.

The Benefits

With a data-driven real-time analytics pipeline at the heart of its global remote operations, Krypton Cloud successfully delivered machine learning for its customers to unlock the power of IoT for clear ROI. Operations data delivered reliably yields continuously up-to-date insights revealing equipment anomalies sooner and ensuring they are fixed at far less cost.

Continuous data flow management — **Kinesis** for Real-time data flow integration & management to rapidly recover from unexpected problems in source data

Data Transformation — Change data structures & types with functional expressions, within a data flow, using **S3 Athena** to keep costs low

Operationalize Machine Learning — Managed data integration & ongoing workflow for model building, training, and deployment with **Amazon Sagemaker**

CloudGeometry

Krypton Cloud

" **Krypton Cloud** devised a unique approach to apply IoT strategies to close the data divide between modern and legacy application sources. The goal: more timely, accurate insights to improve utilization of capital-intensive industrial assets with timely, accurate information for operational intelligence.

Krypton turned to CloudGeometry to create and a scalable cloud-native architecture deployed on AWS, so Kryptons' s customers could benefit by shifting from reactive to condition-based maintenance. That means better asset availability, avoiding unnecessary maintenance, and continued reduced costs.

CloudGeometry

SaaS Microservices Unlock New Revenue Sources Beyond Enterprise

2020's pandemic caused digital media to skyrocket. Our client leveraged SaaS to win new revenue for precision-targeted OTT video ads by small businesses.

SINCLAIR
BROADCAST GROUP

INDUSTRY

Advertising, SMB
Digital Media and Marketing

SOLUTION

Multi-tenancy SaaS,
Microservices integration,
Self-service onboarding & billing,
Automated Tenant Provisioning
& Deployment

CLIENT

Sinclair Broadcast Group, Inc

CloudGeometry

Sinclair Broadcast Group

The Challenge

As the 2020 pandemic lockdown caused digital media consumption to skyrocket, SBG set out to open a new market for its SaaS product: precision-targeted OTT video ads by SMBs targeting local markets.

Building out a tiered self-service offering by extending their multi-tenancy architecture meant they could sell to local businesses at a much more attractive price point. Leveraging business logic of existing ad workflows and management let Sinclair meet Time To Market objectives without the need to invest a complete rewrite of their operating platform.

The Solution

SBG's existing enterprise-scale SaaS platform was already running on AWS. CloudGeometry set out to architect and implement microservices in a "pooled model" for more flexible shared multi-tenancy.

Using existing code and APIs gave this new class of customers campaign lifecycle management in a unified service. Tenant context for each unique user/customer is managed via secure session tokens. Small ad buyers gain enterprise scale leverage via shared real-time analytics and bid management.

CloudGeometry next refactored the logic for existing enterprise-grade reporting services. Splitting services between proxy servers and a back end resized the code base several fold, and cut reporting cycle time 10x for both for SMB and enterprise.

Moving from a small number of large customers to a large number of small customers required a new mechanism for managing payments. CloudGeometry rebuilt card processing through a new billing module. It records and reports ad spending balance for each individual user/customer in their individual account, scaling up from SMB to global enterprise billing.

The Benefits

By expanding to a self serve multi-tenancy platform, CloudGeometry helped SBG reach new markets. By extending existing AWS enterprise platform capabilities – without losing critical momentum of their high-growth enterprise core product team roadmap – SBG client could now unlock revenue streams previously out of reach. New, smaller customers can also take complete ownership of their advertising spend: to quickly create and manage campaigns; get real-time performance analytics; and achieve a virtuous cycle of ad spending ROI.

Tenant onboarding / provisioning	Completely automated infrastructure resource provisioning via autoscaling of **Amazon EKS** pods to extend across existing AWS platform services
Secure tenant config & metadata	Per tenant configuration & metadata is stored securely in **shared S3** and **Amazon Aurora RDS** DBMS storage; data isolation implemented on the application level
Data Science Automation	Streaming data via **Kinesis** tracks queues, async data processing in real-time. **Cloudwatch**, **Grafana integration** configured to specific internal platform APIs

CloudGeometry

Sinclair Broadcast Group

"

Our client, the digital division of a Fortune 500 media company, has ridden the wave of OTT (over-the-top) video ads across high-value audiences like YouTube, Hulu, social media and more.

The business has grown on the strength of its agency & global brand customers, providing precise geo-targeted audience access to integrated feeds from over 150 ad exchanges and streams, processing tens of billions of ad calls a day.

CloudGeometry

Rely on our proven full-stack software expertise to accelerate product & feature roadmaps across your business & platform lifecycle

cloudGeometry

PACKAGED SERVICES

Lifecycle Managed Services: Well-Architected, Scale-ready

Add new features seamlessly.
Rely on smooth operations.

- Complete AWS Well-Architected Review
- Standardize & Stabilize
- Streamline for Scale
- Systematic Support

Customer Success Engineering

When every B2B customer has unique expectations & needs.

- Customize deployment of your platform
- Sustainable Professional Services
- Closed-loop Dev Team Feedback
- DevOps SLA for technical customer operations

SaaS Acceleration End to End

For every stage of your product and platform lifecycle.

- Upgrade & Modernize to Enterprise-ready SaaS
- Out-of-the-box SaaS Migration Jumpstart
- Launch Ready MVP: Built-for-SaaS Kickstart

CLOUD ENGINEERING & OPERATIONS PROBLEMS – SOLVED

Build & Integrate

- Cross-platform App Design & Development
- Cloud Platform Migration
- Marketplace as a Service

Run Cloud Right

- Cloud Spend Optimization
- DevOps as a Service
- 24 × 7 Monitoring, Security & Compliance

Leverage Data

- AWS Database Migration
- Data Engineering Operations
- Data Integration Services
- Analytics & Data Science Pipelines

CloudGeometry

CloudGeometry designs, builds, and upgrades SaaS product platform architectures. For the last decade, our experts have built and deployed hundreds of big, fast SaaS apps with well-engineered full-stack infrastructure, across industries: Financial Services, Industrial Automation, Healthcare, AdTech, Consumer-grade Mobile, smart devices, and more. Pursuing growth via a large number of small customers, or vice versa? CloudGeometry's hands-on expertise delivers

→ **SaaS Modernization for Enterprise:** Proven DevOps, data versatility, microservices and integrations roll out new killer features faster

→ **Built-for-SaaS, Launch Ready:** Complete suite of packaged services combines hands-expertise and key proven technologies kickstart your business with a scalable, cost-effective architecture

→ **Cloud Problems, Solved:** Targeted software engineering services find & fix the challenges every SaaS product platform faces.

In May of 2020, CloudGeometry was selected as launch partner for the AWS SaaS Competency, in recognition of our deep experience helping organizations design and build SaaS and cloud-native solutions.

aws partner network

Advanced

Consulting Partner

SaaS
Amazon Kinesis
AWS Lambda
Amazon Redshift
AWS Database Migration Service

CloudGeometry

CloudGeometry

MAXIMUM FLEXIBILITY FOR CUSTOMER GROWTH

MVP LAUNCH TO ENTERPRISE SCALE.

**Agility & speed
to launch new
features faster**

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**Consumer quality,
enterprise grade**

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**Cloud-native,
global-scale
automation**

CloudGeometry.
WHEN CLOUD ARITHMETIC IS NOT ENOUGH.

aws partner network

**saas architecture
competency**