

Case Study

DevOps implementation

For a Europe based Out-of-Home Advertising company

PROJECT OVERVIEW

Our client wanted to containerize, optimize, automate infrastructure and application deployments to provide automation and offer programmatic trading for media sellers and buyers. They were committed to adopting DevOps practices with an agile methodology by utilizing industry standards & automation to meet their SDLC optimization goals for delivering software faster & reliable manner.



Capability

DevOps



Industry

Advertising



Country

UK

CHALLENGES

- ▶ Integration of different/distributed teams' deliveries from coding to deployment
- ▶ Lack of tools and technologies required for solution development
- ▶ How different versions of the same product can be developed, build and tested independently
- ▶ Selection of project management methodology
- ▶ Build environment agnostic artifacts

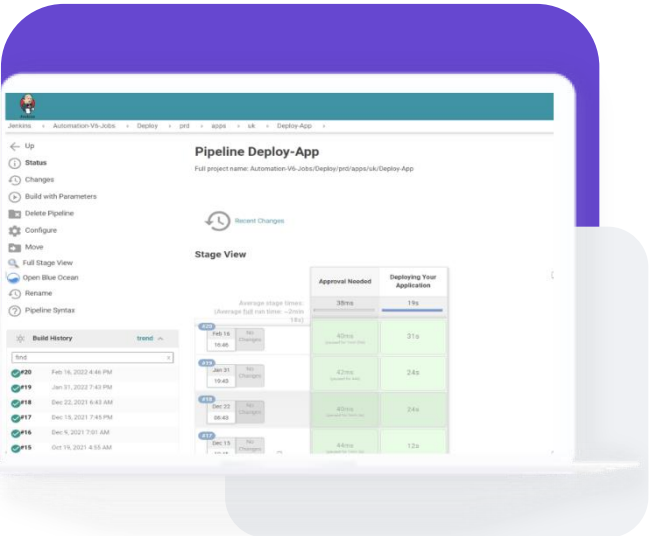
SOLUTION

By combining the development (Dev) and operations (Ops) specialists' efforts, our team's primary goal was to significantly accelerate the delivery of new software with features, fixes and updates that were aligned with the customer's business objectives.

To ensure faultless performance, our team enabled the setting up and management of tools for load balancing, infrastructure monitoring & log management. With ~20 members in DevOps/SRE team, they put to practice the Agile project management approach while following a Kanban approach with the Development team following Scrum.

To manage the customer's business portal, our DevOps practitioners implemented the continuous integration and continuous delivery (CI/CD) pipeline. It was to achieve the five-point approach that included;

- Improved Agility and efficiency
- Better quality control
- Enhanced portability with a faster release cycle
- Reducing the total cost of ownership
- Helping businesses to achieve quick time to market for products



The key highlights include:

Facilitating a fast, flexible, and collaborative code management

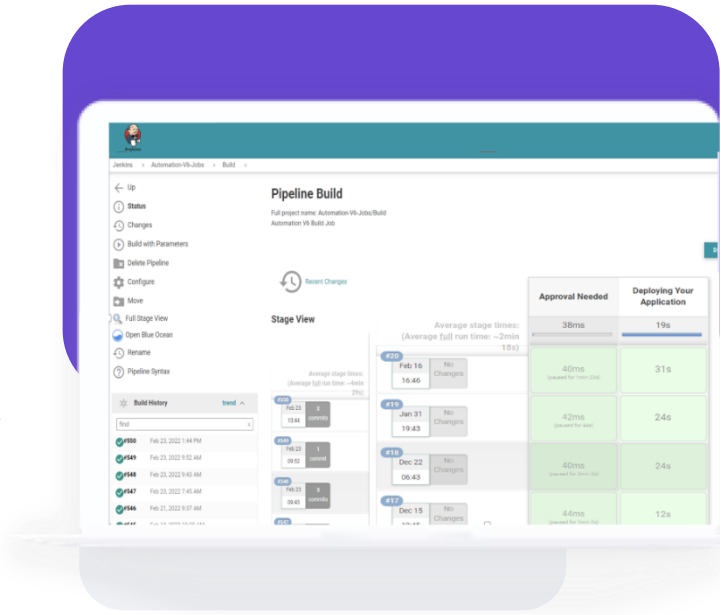
Different environments (DEV, INT, UAT, PROD and more) were created using Infrastructure as Code (IaC) which enabled the development, QA team and Client to use their respective environments and different versions of the same product. IaC also offered easy maintenance and audit of infrastructure.

Automation of delivery pipelines

With CI/CD pipelines set up on AWS, we ensured centralized code management to maximize fault isolation and prevent them from affecting each other.

Real-time monitoring and alerts

Complete visibility of pre-built reports & dashboards and exceptions-based alerts/notifications, the development team can always ensure release quality and process compliance. The notification and alert services ensured that every stakeholder was aware of the progress of product development and related issues.



TECHNOLOGIES & TOOLS

Code
Build
Test
Release
Deploy
Operate
Monitor
Plan

BENEFITS

55%

increase in overall
efficiency

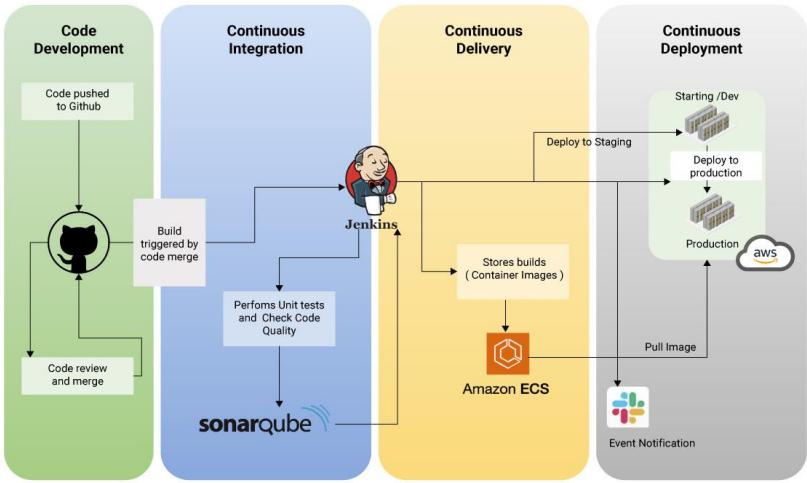
60%

Faster
Deployment

30%

Reduced operational
cost by

CICD ARCHITECTURE



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