

Research firm increases satisfaction across 24 customer applications

The firm needed to move faster to deliver more value to its customers. By implementing Ansible on Azure they increased deployment frequency by 1.9X.

CHALLENGE

A market research firm had limited processing time between when a TV show or event ran, and when the research data needed to be available to its advertisers. To keep customers happy, it needed to find a way to move faster.

The firm wanted to embrace a DevOps culture where it's developers could add capabilities and push to production, while maintaining security and reliability.

SOLUTION

As datasets increased and processing requirements grew, the company was running out of datacenter space. They needed a solution that allowed them to scale at a moment's notice, and empower their developers to make rapid and reliable changes with high quality and automated deployments.

Red Hat Ansible with Microsoft Azure solved this challenge, providing a simple-to-understand playbook approach to code and infrastructure. With this solution, the company was able to deploy custom-built software every day, compared to the previous once-a-month cycle.

OUTCOME

This solution helped the company improve customer satisfaction across its 24 customer-facing applications. In addition, its developers were more productive, since they no longer had to wait for manual procedures or infrastructure to be delivered. They could also push software to production more quickly and efficiently.

- 3-week engagement reduced the time it took the firm to get to a point of repeated deployment.
- Provided documentation and knowledge transfer, which helped reduce the project delivery time.
- The market research firm increased deployment frequency by 1.9X with Red Hat Ansible on Microsoft Azure.



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