

nClouds | AWS Case Studies

TapClicks

How nClouds helped TapClicks support future innovation and business growth by migrating from an on-premises environment to AWS with minimal downtime.

**Industry**

Advertising & Marketing, Media & Entertainment

Location

San Jose, CA

Challenge

Support future innovation and business growth by migrating from an on-premises environment to AWS with minimal downtime.

Featured Services

Migration Services

About TapClicks

Founded in 2009, TapClicks, Inc. is a leading provider of unified marketing operations, analytics and reporting solutions for media companies, digital marketing agencies, brands, franchises, and HIPAA-covered entities. The TapClicks Marketing Operations Platform provides end-to-end business intelligence capabilities that include SEO, social and PPC reporting, automated order entry, set up and approval workflows, marketing performance analysis, and the creation of interactive visual reports and presentations. TapClicks integrates more than 200 data sources via its Connector Marketplace to provide marketers with the ability to analyze data from the full breadth of popular marketing and advertising tools used in the industry today. To learn more, go to tapclicks.com

Benefits Summary



Seamless migration to AWS



Enhanced disaster recovery



Improved support of innovation and business growth

Challenge:

Support future innovation and business growth by migrating from an on-premises environment to AWS with minimal downtime.

TapClicks was experiencing unprecedented rapid growth. The company needed to transition from its existing on-premises infrastructure to an AWS cloud-based solution. With such rapid growth and the influx of new customers, downtime was a considerable concern. TapClicks also needed disaster relief protocols for their new AWS infrastructure, the ability to adapt to new technological innovation, and the growing demands of their clientele.

Why AWS and nClouds

TapClicks selected nClouds based on its expertise in in-depth systems analysis, building an AWS infrastructure to meet its needs, and commitment to complete all the work quickly, efficiently, and with minimal downtime.

TapClicks leveraged several Amazon Web Services.

TapClicks solution stack also included additional, essential third-party tools:

- **Red Hat Ansible** - An open-source IT configuration management, deployment, and orchestration tool.
- **Icinga** - A monitoring system that checks the availability of network resources, notifies users of outages, and generates performance data for reporting. Scalable and extensible, Icinga can monitor large, complex environments across multiple locations.

nClouds' Solution Architecture for TapClicks

nClouds conducted a detailed analysis of the existing on-premises infrastructure and determined the existing and future requirements to make the transition as smooth as possible. Mutually agreed-upon timeframes were established. Of critical importance to TapClicks was ongoing testing throughout the process to ensure continuity and no backend issues with the new infrastructure.

nClouds created a reliable and predictable solution using Ansible automation. Since monitoring was essential to ensure the best possible service, nClouds implemented Icinga. nClouds also formulated and tested a disaster recovery solution. The migration to AWS was carried out using best practices methodology. The end result gave TapClicks a cutting-edge system adaptable to continued growth as TapClicks develops new and innovative solutions for their clients.



The Benefits

Teaming with nClouds, TapClicks now has a state-of-the-art flexible and adaptable system. The project has yielded numerous benefits:



Seamless migration to AWS

The migration to AWS was carried out using best practices methodology with minimal downtime.



Enhanced disaster recovery

nClouds formulated, tested, and implemented a disaster recovery system to ensure that even a worst-case scenario can be handled with minimal impact on the business or clients.



Improved support of innovation and business growth

The new AWS architecture supports TapClicks' ability to implement future innovations. The company is now prepared for immediate and long-term growth as new income streams come online.

About nClouds

nClouds is a certified, award-winning provider of AWS and DevOps consulting and implementation services. We partner with our customers, as extensions of their teams, to build and manage modern infrastructure solutions that deliver innovation faster. We leap beyond the status quo.

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