

A photograph of two men in a server room. They are looking at a large computer monitor that displays code and diagrams. The man on the right is pointing at the screen. The background shows server racks with glowing lights. The image has a green tint and a large green arrow graphic in the bottom right corner.

Globant ▶

Ads Management System

Executive Summary

Ads Management System solution is an initial design and launch to replace a legacy Media Tracking System with a new cloud-based and scalable digital product. A critical aspect of the product is that it is an event-driven system and the bedrock features are the Ad and Content Subscription registries, SDVI trigger functions, and event queues.

Customer Challenge

The customer was looking for a solution to allow it to deploy new services infrastructure. In addition, they wanted Globant to improve and maintain their media supply chain AWS platform. Our customer's primary goals were a continuous evolution mindset and closing the technical gaps.

Identifying common security mistakes while writing the Infrastructure as Code (IaC) configuration earlier would help our customer to alleviate the security risks. In addition, an application layer running static code analysis would help us detect the issues at an early stage. This document walks you through some of the available terraform code analysis tools and provides a high-level overview of how the analysis tool would fit into the Mstack space.

Partner Solution

The architecture Globant proposes to the customer covers the Acquire and Fulfillment functions needed to satisfy Promotion Management requirements. These requirements deliver promos from one of our client-specific locations to its main platform. The Workflow application will orchestrate the promo asset from initial delivery to fulfillment, integrate with business systems and third-party tools, and transform workflows.

The design leverages AWS cloud-native services like:

- VPC
- S3
- Security Groups
- EC2
- Databases
- ECS
- SQS
- SNS
- SPA
- Lambda
- Api Gateway

About Media Supply Chain customer

Our customer is a powerful portfolio of iconic entertainment, news, and sports brands. They believe in authentic, meaningful connections to each other, culture, and viewers.

This company is where advanced advertising intersects with dynamic content to deliver real results for brands. Their products turn powerful storytelling into measurable impact for our customer .

Along with Globant, they built on proven strategies to pioneer new ways to scale consumer connections across data-illuminated touchpoints.

Architecture

These components help us create the system architecture:

- Different AWS Accounts by Service
- Different AWS Accounts by Environment
- Establish a frontend and backend
- Use private subnets for specific services
- Availability zones
- Governance at the access level
- Security Policies
- CI/CD

Results and Benefits

The media platform proves to be a robust system without any unexpected incidents across many workflows due to event-driven compute services.

This serverless approach provides a secure, stable, and scalable infrastructure between decoupled services. The project is still ongoing. As a main result, Globant is improving the AWS platform and supporting the infrastructure from an operational side.



About Globant

We are a digitally native company that helps organizations reinvent themselves and unleash their potential. We are the place where innovation, design and engineering meet scale.

- We have more than 24,500 employees and we are present in 19 countries working for companies like Google, Electronic Arts and Santander, among others.
- We were named a Worldwide Leader in CX Improvement Services by IDC MarketScape report.
- We were also featured as a business case study at Harvard, MIT, and Stanford.
- We are a member of The Green Software Foundation (GSF) and the Cybersecurity Tech Accord.

For more information, visit www.globant.com

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