Emerging Technology

Managed Services for Emerging Technologies

Platform Capabilities:

Worldlink offers full end-to-end outsourced Managed Services for many of today's "Emerging Technology" platforms, which includes architecture, design, development and ongoing support. This includes the areas of Cloud, Big Data or Mobile technologies running on open source or off-the-shelf products and solutions.

Use case of Mobile Customer Marketing and Analytics of Customer Behavior and Conversion Patterns.

WorldLink was chosen to develop and support a next-generation mobile advertising and communication platform which brings native and rich media content to a Smartphone's Homescreen. This technology creates a new channel for the way brands, service providers, content providers and advertisers connect to the Smartphone Homescreen. Homescreen Marketing is one of the largest opportunities to reach consumers. For example, an average Smartphone user visits their Homescreen approximately 220 times a day.

Currently, WorldLink's platform is being used by two of the largest wireless carriers in Latin America.

- *To develop and support a next-generation mobile advertising and communication platform to the Smartphone's Homescreen.*

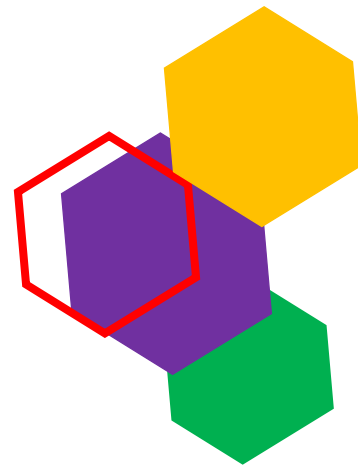- *Constructed the platform to provide built-in, advanced Big Data analytics capabilities.*

WorldLink's team also constructed the platform to provide built-in, advanced Big Data analytics capabilities, allowing the client to perform reporting and data-slicing on the aggregated information on consumer behavior.

Are you getting the most value out of your data?

Email sales@worldlink-us.com   **Call** 800.673.6155   **Visit** worldlink-us.com

WORLDLINK
INSPIRED INTELLECT

Here's how we did it.

The number of platform subscribers is growing approximately 1M people every 2 months and is estimated to reach 16M registered subscribers by the end of 2017. WorldLink is responsible for maintaining the infrastructure, capturing and analyzing advertising conversion data and developing customer profiles by analyzing consumer activity.

Technologies Used:

The platform is built using all open source products, configured in clustered fail-safe environment:

- Portal: RoR, Java, MongoDB

- Messaging: Kafka, GCM

- Analytics: Hadoop, Spark, Elk

- Mobile: Android apk

- Infrastructure (hardware, software, scheduler): AWS, Nginx, HAProxy, Quartz, MySQL

Client Outcome:

The Client received a turnkey service by WorldLink that pulls consumer behavior data off their smartphones and stores in a bespoke data architecture. By running analytics on this data repository, the Client is able to repackage the information for commercial use and better understand how consumers are using their Smartphones.

- *Pull the consumer behavior data off their smartphones and stores in a bespoke data architecture.*

- *Client is able to repackage the information for commercial use.*

Are you getting the most value out of your data?

Email: sales@worldlink-us.com   **Call:** 800.673.6155   **Visit** worldlink-us.com

© WorldLink

WORLDLINK
INSPIRED INTELLECT