



Whitelabled - cloud native auctioning platform for auction houses

Helping auction houses around the world digitally transform the way they work through Covid crisis. Helping build a platform to manage bidding, payments, escrow, inventory management, crm, invoicing, real-time live auctions etc.



### Services Used

- Managed Engineering Teams
- Cloud Architecture and Design & Review
- White Labeled Solution
- Microservices Architecture and Development
- Containerization and Kubernetes Consulting
- Infrastructure Management and Monitoring
- Automation Testing
- API Integration and System Integration

### Technology Stack

AWS	Kubern	ubernetes		reSQL	AWS Cloudformation		Jenkins		
AWS Lambda		AWS SQS		ELK	RabbitMQ	Terraform	Mocha	Mocha Chai	
SSO (Oauth, AWS cognito, AuthO)									

## Challenges

Needed a managed engineering team to take over their custom whitelabeled solution and modernize the core platform to modern architecture.

### <u>Microservices cloud</u> architecture

Auditing and building a scalable cloud architecture to support real time auctioning bidding using microservices.

### <u>Establishing DevOps</u> practices

Implement DevOps practice to speed up the release cycle and continually measure the health of different modules.

### <u>System integrations at</u> <u>scale</u>

Scalable Integrations - With 10s of integrations across hundreds of instances cloud had to support system integrations at scale.

### Better release management of apps

### **Streamlining build and release cycle** of white-labeled applications across platforms that were used by large

auction houses in US, Europe, and Asia.

## Our Solution



We built leadership teams across technologies that helped with onboarding and knowledge transfer to scale up and down extended quickly.

Dedicated integration sessions were held for adopting processes and quality standards with regular retrospectives among leadership teams across geographies. With continuous knowledge transfer scaling up and down was super quick and team churn was never an issue.

Applied microservices architecture and containerization to key modules like **real-time bidding engine, video streaming, and workflow automation** for faster scaling by allowing teams to focus only on the services that needed to scale.



### Our Solution

### Containerization for better white label management

Decoupled front-end technologies for modular white labeled solutions. Used **containerization for infrastructure management**(for 100s of white labeled deployments) and fast scalability of independent modules (like APIs, Real Time Engines, Background Jobs (invoicing, notifications).

### Infrastructure management for measuring KPIs

Used Terraform to manage the entire cloud infrastructure to **scale up and down as needed with optimized costs.** We implemented a dashboard and reporting to measure software health. Details like real time incident tracking, ALM tool integrations, and pipeline status.

### DevOps practice implementation for faster release cycle

Continuous Integration and Deployment pipeline using build automation, test automation, and deployment automation across platforms so that we can identify bugs faster and resolve them. This helps with reducing delivery times and faster time to market.

### Scalable integration architecture using message bus

To handle large scale data and 10s of integrations, we relied on message bus architecture. With a message bus, all systems follow the same standards and can share a consistent method of transferring data between the systems.

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Let's get in touch to extend your tech team with top talent!

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