



# Clouadar x DPG Media

Scaling Media Polls to New Heights





## About DPG Media

DPG Media Belgium is a leading media group in Flanders that knows how to touch viewers, surfers, readers and listeners with impressive stories, lightning-fast news and sparkling entertainment. The company belongs to DPG Media, which is active in Belgium, the Netherlands and Denmark. Television, newspapers, radio, magazines & online services are working together in this new house on a creative media story to the rhythm of the future. The beating heart of the group is formed by strong media brands. In addition, the online services are a growing branch within the organization.

# THE CHALLENGE

In an era of instant digital feedback, DPG's Newscity faced the challenge of handling a massive influx of real-time requests, especially during peak moments of major public events such as national elections. Traditional infrastructures struggled to cope with these sudden surges, leading to the need to modernize and improve the current application. They needed a solution that could not only handle high request volumes but also seamlessly integrate their SAAS polling application with their front-end media platforms in real-time.

# THE SOLUTION

Clouadar, as an AWS Premier Partner and a Certified Managed Services Provider, took on the challenge to revolutionize DPG's polling system. Using AWS's serverless architecture, Clouadar developed a robust, cloud-native system:

- **API Gateway:** To manage, monitor, and secure the API calls.
- **Lambda:** For executing the code in response to the polls, ensuring efficient processing of each request without the need for provisioning or managing servers.

- **DynamoDB:** To offer a fast and flexible NoSQL database service, ensuring that the high influx of data was stored securely and could be accessed rapidly.
- **SQS:** To decouple and scale microservices, distributed systems, and serverless applications, ensuring that every poll taken was queued and processed.

Furthermore, Clouadar went beyond just infrastructure; they actively assisted in writing the function code, ensuring best practices were met, and the architecture was truly optimized for DPG's unique needs.

## THE BENEFITS

### Managed Services

The customer can now focus on the application and creating value to the business.



### Well-Architected Reviews

The application landscape will run faster, cheaper and also more reliably.

### Automated Deployments

Automated deployments are achieved using Infrastructure-as-Code.





Cloudar provided us with the technical knowledge to set up the cloud environment in a fast and effective way.

**Sven Van Vlem - Head of Technology News City**



## About Cloudar and AWS

Cloudar is an ISO/IEC27001 certified, AWS Premier Consulting Partner & Next-Gen MSP. Cloudar's single-vendor focus guarantees the most in-depth AWS knowledge available on the market.

Organizations using a DevOps model deliver applications quicker and innovate faster. AWS offers infrastructure resources designed to support continuous integration and delivery, infrastructure as code, microservices, and monitoring & logging.

Want to learn more on how AWS and how Cloudar can help your business by providing you with with unique AWS expertise?

**Contact [sales@cloudar.eu](mailto:sales@cloudar.eu) or visit [www.cloudar.eu](http://www.cloudar.eu)!**