



OVERVIEW

rise Six Nines helped successfully migrate Rise Interactive – a digital marketing agency specializing in media, analytics, and customer experience – to a **interactive** different data center infrastructure leveraging DevOps on AWS. An award-winning leader in the marketing space, Rise Interactive has received industry recognition for explosive growth, excellence in digital marketing, and company culture.

CHALLENGES

Rise Interactive works with enterprise-level brands across all channels of digital marketing to help marketing leaders make smarter investment decisions, grounded in data insights. The company offers a proprietary personalization solution that utilizes machine learning and cross-channel data integration to help its clients connect with their customers by providing recommendations for targeted and personalized messaging. Rise Interactive knew that that in addition to performance gains, a more modern infrastructure would allow them to increase cost efficiencies and leverage more DevOps automation principles.

“Building and running a data product in the marketing domain requires a lot of infrastructure agility. Our existing system was taking too long to launch and scale clustered compute resources.” – Eric Sherlock, Director of Data Science & Engineering, Rise Interactive

SOLUTION

As an AWS Partner Network (APN) Premier Consulting Partner and holder of the AWS DevOps Competency with extensive AWS experience, Six Nines was able to act as an extension of Rise Interactive’s team to successfully migrate the customer’s previous platform into a new AWS infrastructure. As part of their standard Cloud Adoption product, Six Nines conducted a discovery workshop to understand Rise Interactive’s objectives. The core of Rise Interactives’ infrastructure is Amazon EC2 instances in an Amazon VPC utilizing Advanced Networking features and utilizing Amazon’s Object Storage product Amazon S3. Beyond the compute, networking and storage platform, Six Nines deployed their Cassandra, Spark, and Kafka-based solution to take advantage of Amazon EMR as well as Amazon Elasticsearch Service, Amazon CloudFront and Amazon Kinesis. For their core DevOps capabilities, Six Nines used AWS CloudFormation and Ansible Templates to define the DevOps framework and allow Amazon EMR clusters to be spun up as needed in a timely fashion. The Six Nines Engineering Team performed validation of all the system builds with AWS CloudFormation templates, including the foundational software defined infrastructure and servers. The company then took the build-guides Rise Interactive provided and turned them into Ansible playbooks to configure Kafka, Cassandra, and other system components.

“We dig deep to understand the flow of data to both validate the current design and understand how to iterate and optimize it. Implementing a resilient, ephemeral environment is a joint effort to establish the right dataflow and meet a client’s business needs.”

— Eric Terrell, Managing Director, Six Nines

EXPERIENCE, AUTOMATION, AND TOOLING

- **Reference architecture:** Six Nines approaches customer engagements with a reference architecture based on best practices and experience from over a decade of AWS migrations.
- **Infrastructure automation:** Infrastructure is defined and assembled into AWS CloudFormation templates, where it can be easily versioned and replicated for future deployments.
- **Deployment automation:** The customer's code deployment process is integrated with cloud-native tools like Ansible, improving both deployment velocity and reducing manual errors.
- **Self-healing, auto-correcting, and self-monitoring:** The right monitoring tools and configuration management scripts catch and resolve anomalies or misconfigured resources.

OPERATIONAL EFFICIENCY

- **Cost Management:** To help customers eliminate the challenges with manual tracking of expenses and chargebacks as well as provide actionable reporting and resource management, Six Nines uses CloudHealth, a cost management and optimization tool by CloudHealth Technologies.
- **Productivity:** Automation frameworks reduce the time that a team spends configuring and deploying infrastructure, providing a substantial gain in efficiency.

"The migration to AWS revolutionized our real-time event analytics and personalization technology and enabled Rise to keep up with client and product demand."

— Eric Sherlock, Director of Data Science & Engineering, Rise Interactive



WHY SIX NINES?

Six Nines IT is an AWS Partner Network (APN) Premier Consulting Partner and AWS Solution Provider specializing in helping businesses migrate to the cloud responsibly. A member of the APN since its inception, Six Nines has successfully migrated hundreds of customers across all industries to the cloud and offers an unparalleled combination of speed, agility, experience, and proprietary solutions to deliver accelerated solutions and a rapid time-to-value. The Oakland-based company combines old-school, on-premises IT roots together with deep expertise and a laser focus on all things AWS – including a core concentration on High Performance Computing and Microsoft Workloads (AWS Microsoft Workload Competency and AWS DevOps Competency) – to deliver bespoke solutions that are individually tailored to meet customers' unique needs throughout the cloud lifecycle.

