



# Brandbassador.com

Application Modernization with Microservices Architecture on Red Hat Openshift

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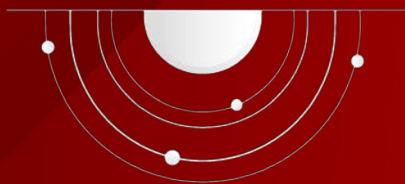
# Índice

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01. Brandbassador.com
02. Problem
03. Challenge
04. Solution
05. Benefits

# 01. Brandbassador.com

Introduction



# 01. Brandbassador.com

## Introduction

### Who is Brandbassador?

Brandbassador is a social platform for people who wish to engage with great brands, and while doing so earn cash, get free products and join exclusive competitions and events. It also allows companies to develop a good relationship with the target market, having Brandbassadors represent a brand in a positive light and by doing so helping to increase brand awareness and sales.



BRANDBASSADOR

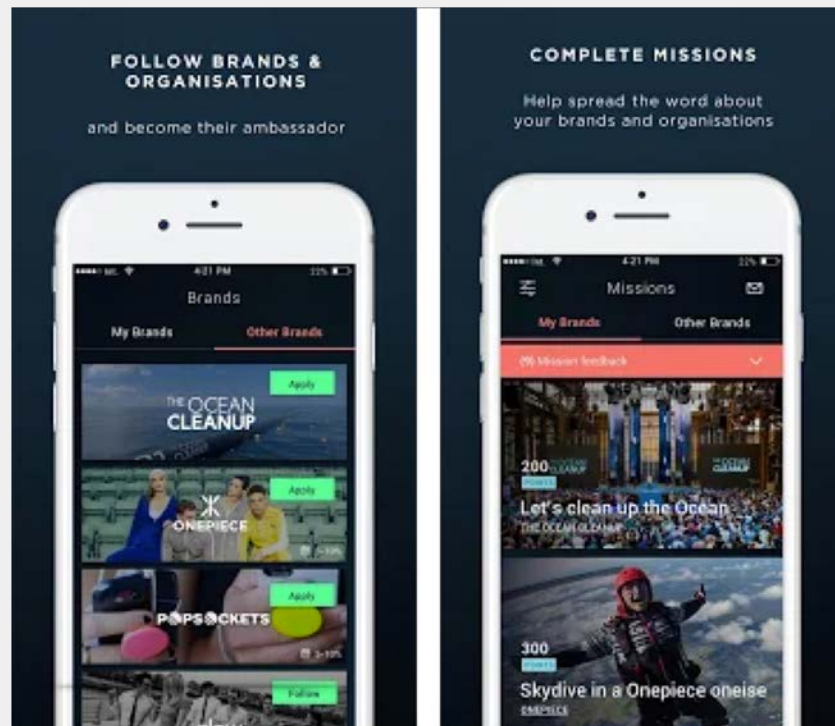
# 01. Brandbassador.com

## Introduction

### The Scope?

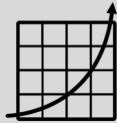
One global project which delivered a Mobile 1<sup>st</sup> application and a back-office application to assist in management, administration, payments and auditing tasks.

The platform allowed Brandbassador.com to streamline Brands on-boarding and management of campaigns on social networks, provide one mobile user experience to Brand Ambassadors, and capacity to create and manage advertising campaigns based on BB gamification whilst monitoring Brand Ambassador's performance and revenue.



# 01. Brandbassador.com

## Introduction



### PACE OF BUSINESS

The ability to adapt is as important as the ability to plan



### SOFTWARE AS A COMPETITIVE EDGE

Companies must have core competency in software development to compete



### MODERN CUSTOMER EXPERIENCE

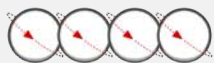
Customers expect your business to be as advanced & efficient as the latest consumer app

# 01. Brandbassador.com

## Introduction

### Development Process

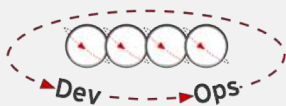
Waterfall



Agile



**DevOps**



### Application Architecture

Monolithic



N-Tier



**Microservices**



### Deployment & Packaging

Physical Servers



Virtual Servers



**Containers**



### Application Infrastructure

Datacenter



Hosted

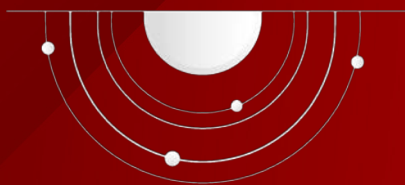


**Cloud**



# 02. The Problem

Existing Platform





## 02. The Problem

### Existing Platform



**10K**

users



**1**

monolith



**1**

server



**1**

database



**1**

geo location

## 02. The Problem

### Relational Databases

# Traditional Challenges for RDBMS's



Rigid schemas



Inability to  
scale



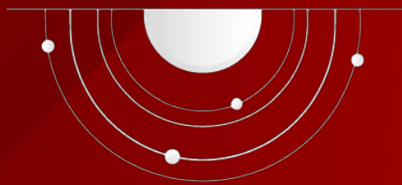
Performance  
challenges



Cost

# 03. Challenge

Subtítulo apartado



## 02. Challenge

How to enable growth?

Always-On

Millions of users

Hundreds of Brands

Accessible anywhere,  
on any device, at any  
time!



Constantly innovate

Adapt quickly

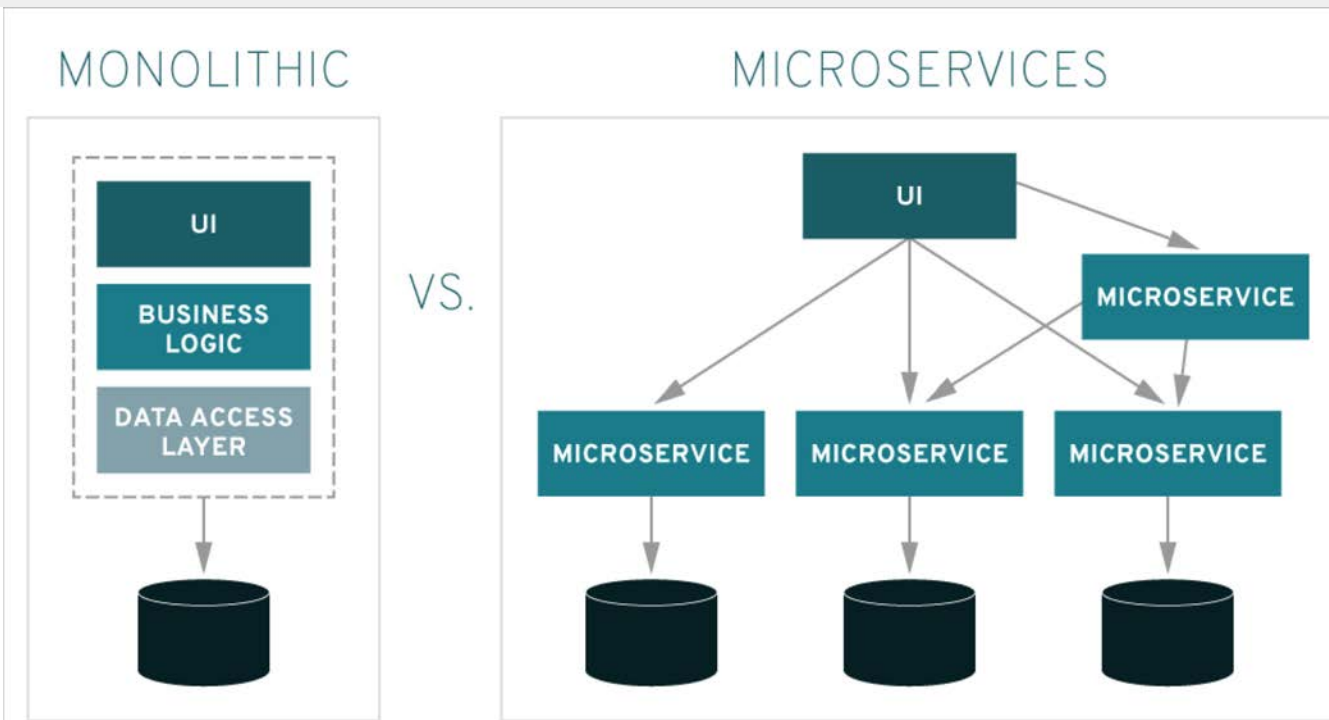
Fast Development Cycles

Fast Release Cycles



# 04. Challenge

## Monoliths vs Microservices



Source: <https://www.redhat.com/en/topics/microservices/what-are-microservices>

# 04. Challenge

## NoSQL



### Scale as needed

Able to handle any demand  
(operations, queries, data)



### Responsive

Consistent  
High-Performance



### Adaptable

Flexible schema



### Secure

Device to cloud,  
auditable, pluggable



### Global

Data locality,  
Geo-distributed,  
Multi-Data Center



### Always on

Fault Tolerant. Able to  
continue operations  
under failure conditions



### Mobile experience

Offline, sync'd,  
secure, low latency,  
personalized

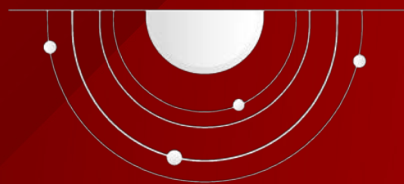


### Intelligent

Full Text Search, Real  
Time Analytics, Big  
Data enabled

# 04. Solution

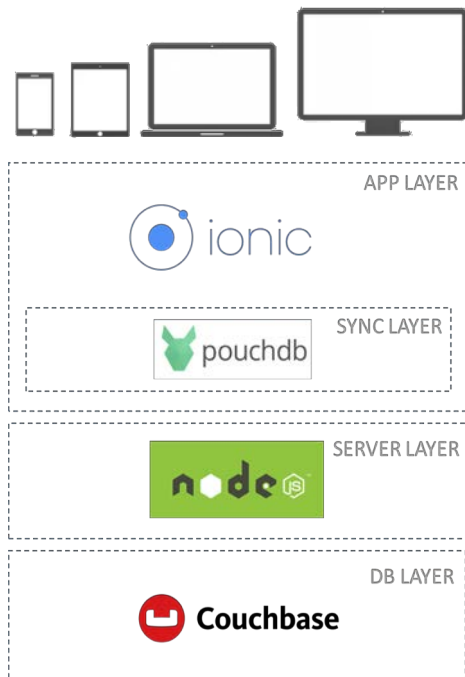
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# 05. Solution

## Architecture

- Low Code Front End
- Microservices Architecture
- NoSQL Database
- Container Based
- Open source





# 05. Solution

## Low Code Front End

- One code for all
- Built on Angular
- Cordova plugins
- Big and helpful community
- Open source



Performance



Angular.js



Native

# IONIC FRAMEWORK



ngCordova



ionic CLI



Yeoman Generator



# 05. Solution

## Microservices

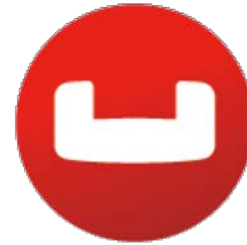
- Extremely fast
- I/O is Asynchronous & Event-Driven
- Single threaded
- Highly Scalable
- Open source



# 05. Solution

## NoSQL Database

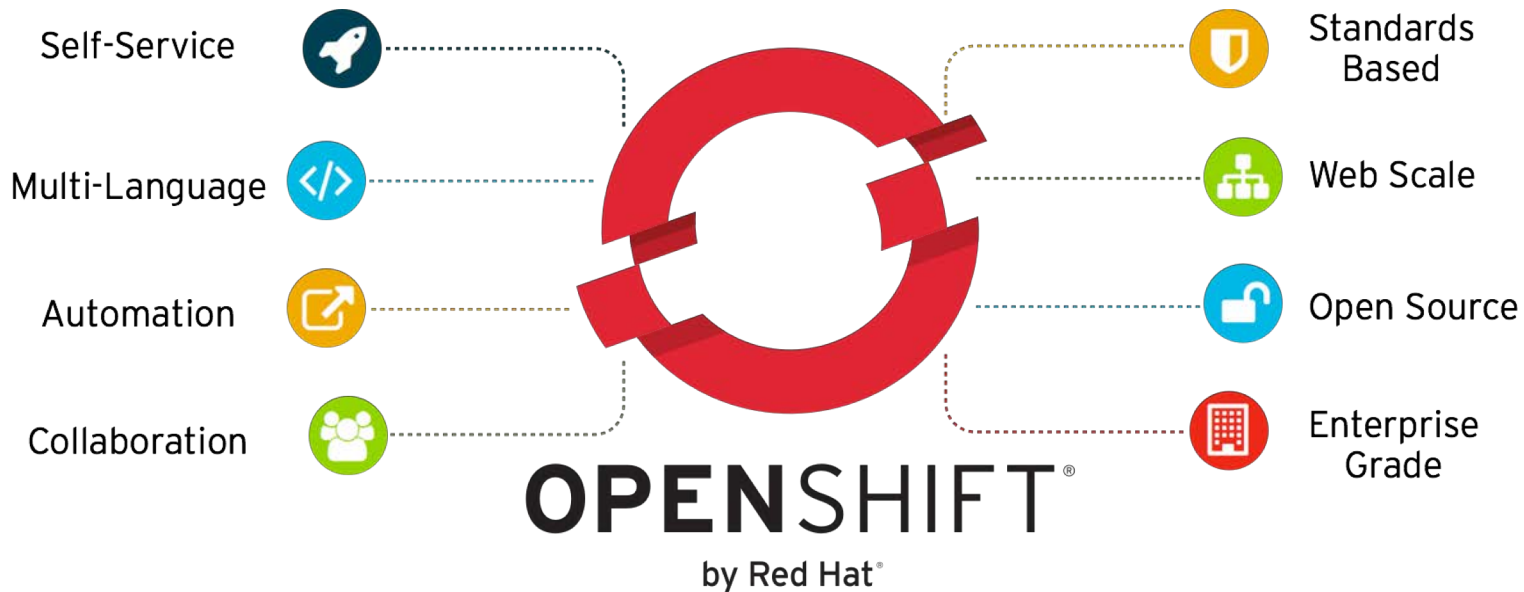
- Multi-language SDK
- Flexible data model
- Powerful query language
- Scalability
- Performance
- Simple administration
- High Availability
- Multiple Platforms and Devices



# Couchbase

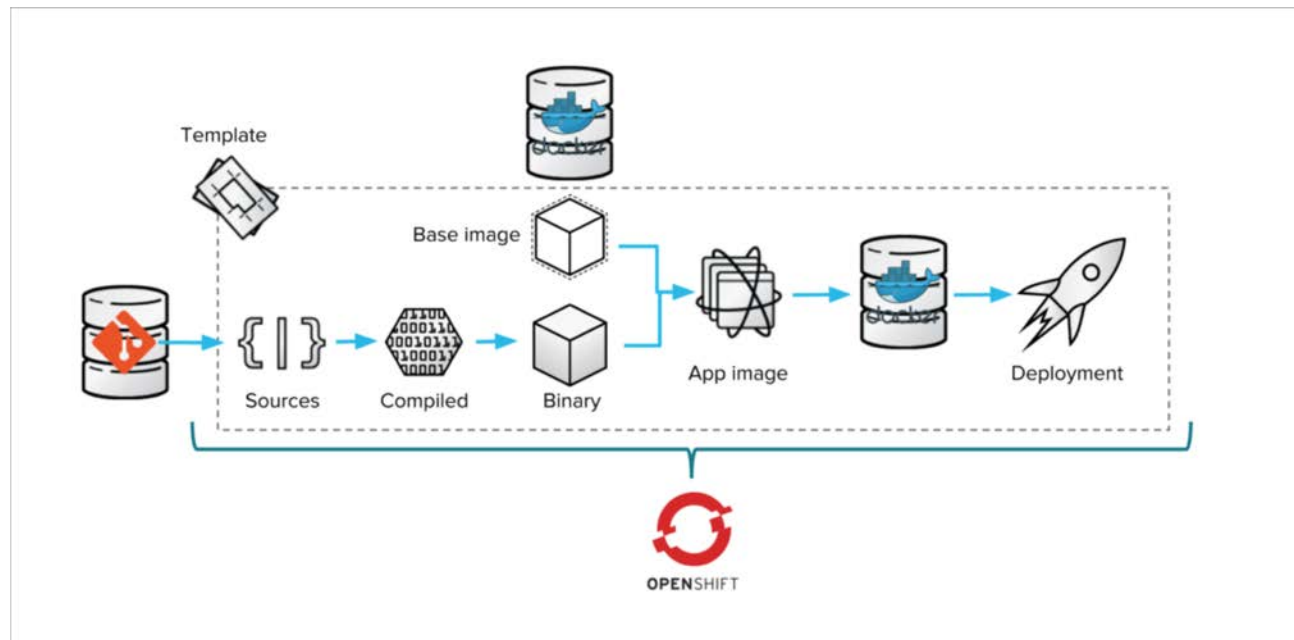
# 05. Solution

## Container Orchestrator



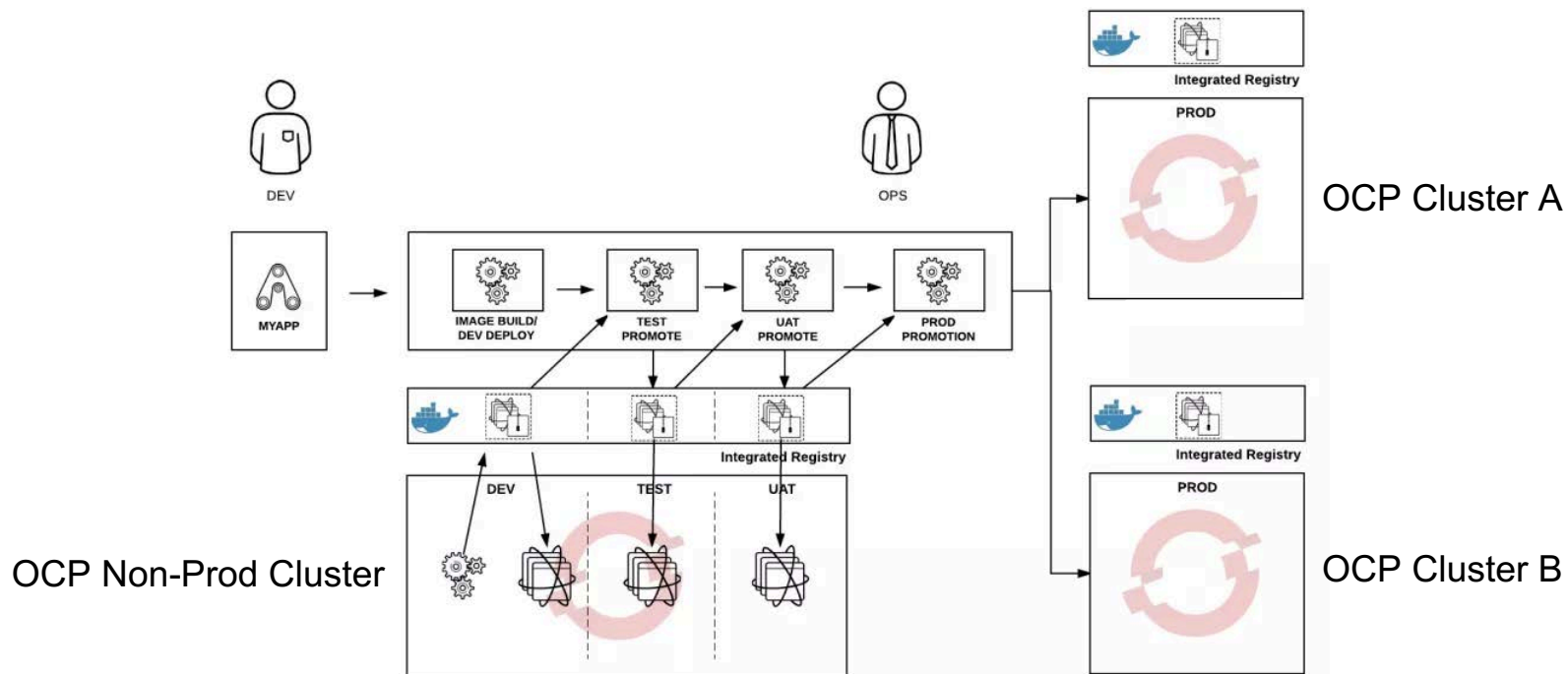
# 05. Solution

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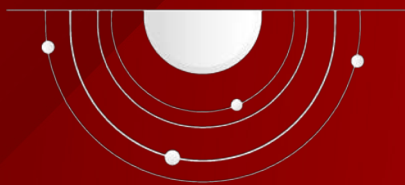
# 05. Solution

Subtítulo apartado



# 05. Benefits

Subtítulo apartado



# 05. Benefits

Deploy More

Measured In Terms Of I.T. Throughput & Stability

High-performing Organizations Deploy

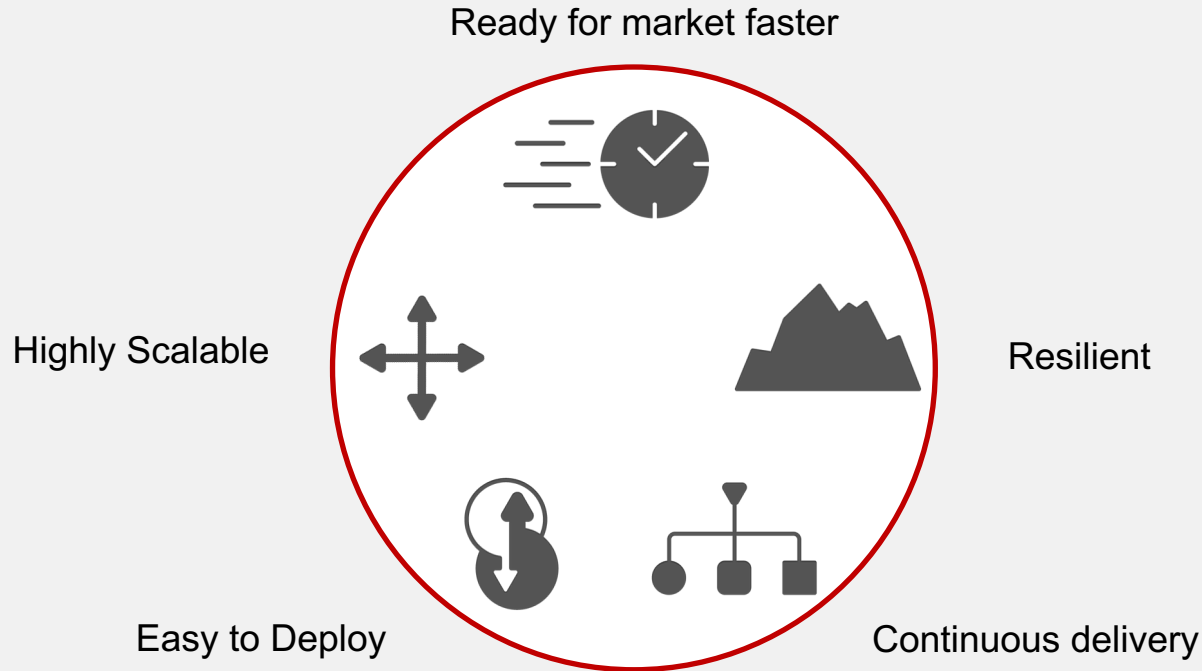
**200x**

More Frequently Than  
Lower-performing Ones



# 04. Challenge

## Microservices



# 04. Challenge

## Containers

Portability: Build it once, run it anywhere!

Applications:

start faster

“Denser”

Scalable

Effective isolation and resource sharing



Consistency for developers

Cost savings on computing resources

Container environments have fewer configuration variables.



# Muchas gracias

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