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Wallbreaker Dynamics

Client: Wallbreaker Dynamics

Site: wallbreakerdynamics.com

Industry: Media, Entertainment

Country: Denmark

Size of the Team: 10 people

Duration: 9 months

Technologies Used:

JAVA	SPRING	HIBERNATE	THRIFT
FLEX	JSF	ACTION SCRIPT	POSTGRES
AWS	HAZELCAST		

WALLBREAKER DYNAMICS

OUR CLIENT

Wallbreaker is a successful Danish start-up that provides unique services for mass-media. The platform can be used to momentarily create content, monitor surveys and polls voting process and visualize analytic results in real time. At the moment platform includes Pollmaker Suite for administrators and Pollbreaker mobile app for users. Two other software solutions – Mediamaker Suite and Gamemaker Suite – are under development.

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BUSINESS ISSUES

Our team was tasked with creating a platform, that would withstand a significant number of users (up to 300,000) while maintaining a good response time (up to 1 second). Considering plans for further scaling-up to over a million simultaneous users, our client needed a solution for automatic scaling based on Amazon Web Services platform.

Our developers were to insure:

▶ Client's trademark promotion

▶ Polls creation, live processing and survey results displaying in real time

▶ Simple interface

▶ Data analysis and sampling according to different parameters (territorial belonging, gender, age)

▶ Shared admin panel use by different users

▶ Flexible settings for content and results visualization

▶ Full social media integration

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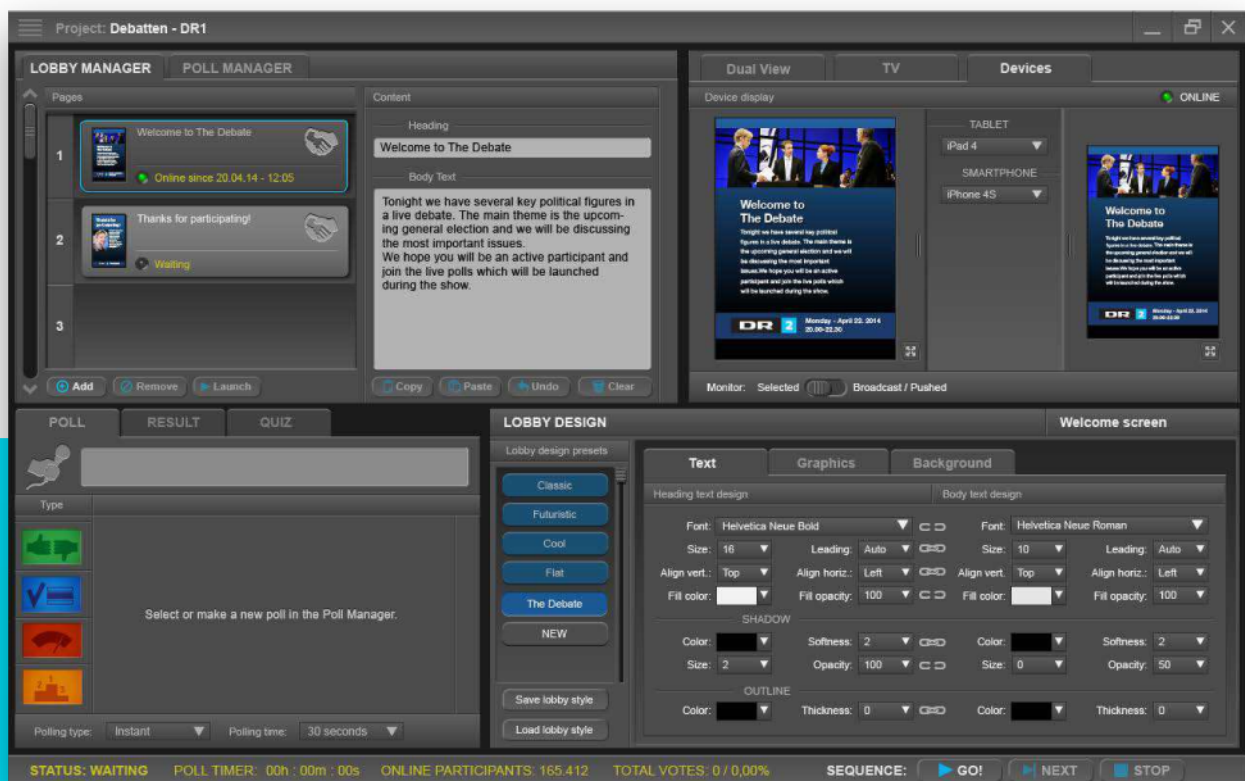Site: www.freshcode.com
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SOLUTIONS

Platform's fast response time is achieved through architectural solutions and the use of load balancer, automatic scaling and Apache Thrift interface definition language for communication between client-server and client app.

Our team developed admin panel and mobile apps for users. Pollmaker Suite was developed using cross-platform ActionScript programming language. Pollmaker Suite featured the access to administration permissions and allowed shared use. Admin panel includes polls constructor and settings for calculations and data visualization. ActionScript programming language was also used for the development of iOS and Android applications. Both platform's applications use bidirectional communication and synchronization. Working on this project we developed the original mechanism for dynamic data aggregation and analysis using any parameters' combinations along with the three-layer quick-access buffer for speedy results calculations.

BUSINESS VALUE

Wallbreaker Dynamics start-up quickly turned into a successful business. The platform was demonstrated at an expo in the USA and received high praise from media industry representatives. Initial stage's success allowed our client to secure investments for the next development stages. Several contracts have already been signed with European TV channels.