

Multi-Platform Streaming Service

Operational Architecture Case Study

Project Role

Operations Architect & Software Developer

Challenge

Content creators were manually managing multiple streaming platforms, requiring separate setups, inconsistent branding, and fragmented audience engagement across different services. This created operational inefficiencies, reduced content quality, and limited revenue potential for creators seeking to maximize their reach across multiple platforms simultaneously.

Solution Implemented

Designed and built complete operational architecture enabling unified streaming across multiple platforms simultaneously. Created sophisticated user onboarding flows, automated revenue optimization systems, and comprehensive customer lifecycle management. Developed scalable backend infrastructure supporting complex business logic, multi-tier service delivery, and real-time performance monitoring across the entire customer journey.

Technical Architecture

- Backend infrastructure supporting concurrent multi-platform broadcasting with real-time synchronization
- Real-time streaming protocol integration with major platforms ensuring optimal quality delivery
- Automated user onboarding and account management systems with role-based access controls
- Performance analytics dashboard providing creators with comprehensive engagement metrics
- Scalable database architecture handling high-volume concurrent users and streaming data
- API development for seamless third-party platform integration and data exchange

Key Achievements

- Scaled platform from zero to CA\$22,767 gross volume across 116 transactions
- Peak monthly performance: CA\$6,754 revenue in April 2025
- Achieved 11% month-over-month growth rate during peak scaling period
- Built infrastructure supporting seamless international transactions across multiple currencies
- Created sustainable revenue model with 42% growth from Q4 2024 to Q1 2025

Technologies Utilized

Backend Development
API Integrations
Real-time Streaming Protocols
Database Architecture
User Management Systems
Performance Monitoring
Automated Workflows
Scalable Infrastructure

Impact

Created sustainable operational foundation enabling consistent growth and successful business transition, demonstrating scalable architecture design for high-performance streaming applications. The platform architecture continues to support ongoing operations and growth trajectory post-transition.