Application Team Handover Workshop

Prepared by Elizabeth Fox & Manasa Denning

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Agenda

- Company Overview & Team Intros (all)
- Review of product & service
  - High level marketing (Elizabeth)
  - High level system design (Manasa)
- Review of documentation
  - Operations Manual (Manasa)
  - Hosting Document (Manasa)
- Procedure for Redeploying Sites
  - TSA re-deploy general + content (collaborative)
  - Optus re-deploy general + ??? (collaborative)

Introduction

Company & Team Contacts Overview

- Overview
  - Founded: 2002
  - Headquarters: Los Angeles, CA - US
  - Core Competencies: Deep experience in Digital Media Management and Reseller Technology Partnership

- Team
  - 8 offices worldwide (US: Los Angeles, San Francisco, Baltimore, Rhode Island, UK: London, India: Bangalore, Canada: Toronto)
  - Sydney office primary contact for Optus, with additional tech support from Rhode Island
    - Elizabeth Fox | *Director of Client Services*
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      - Email: elizabeth.fox@thesearchagency.com
    - Manasa Denning | *Software Operations Leader*
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Product & Service Review

High Level App Activities

The TSA application creates merchant lead generation websites (*My SiteOnline*) and Google Adwords campaigns (*My AdsOnline*) based on inputs from the merchant (Business Areas [BAs] & Business Locations [BLs]).

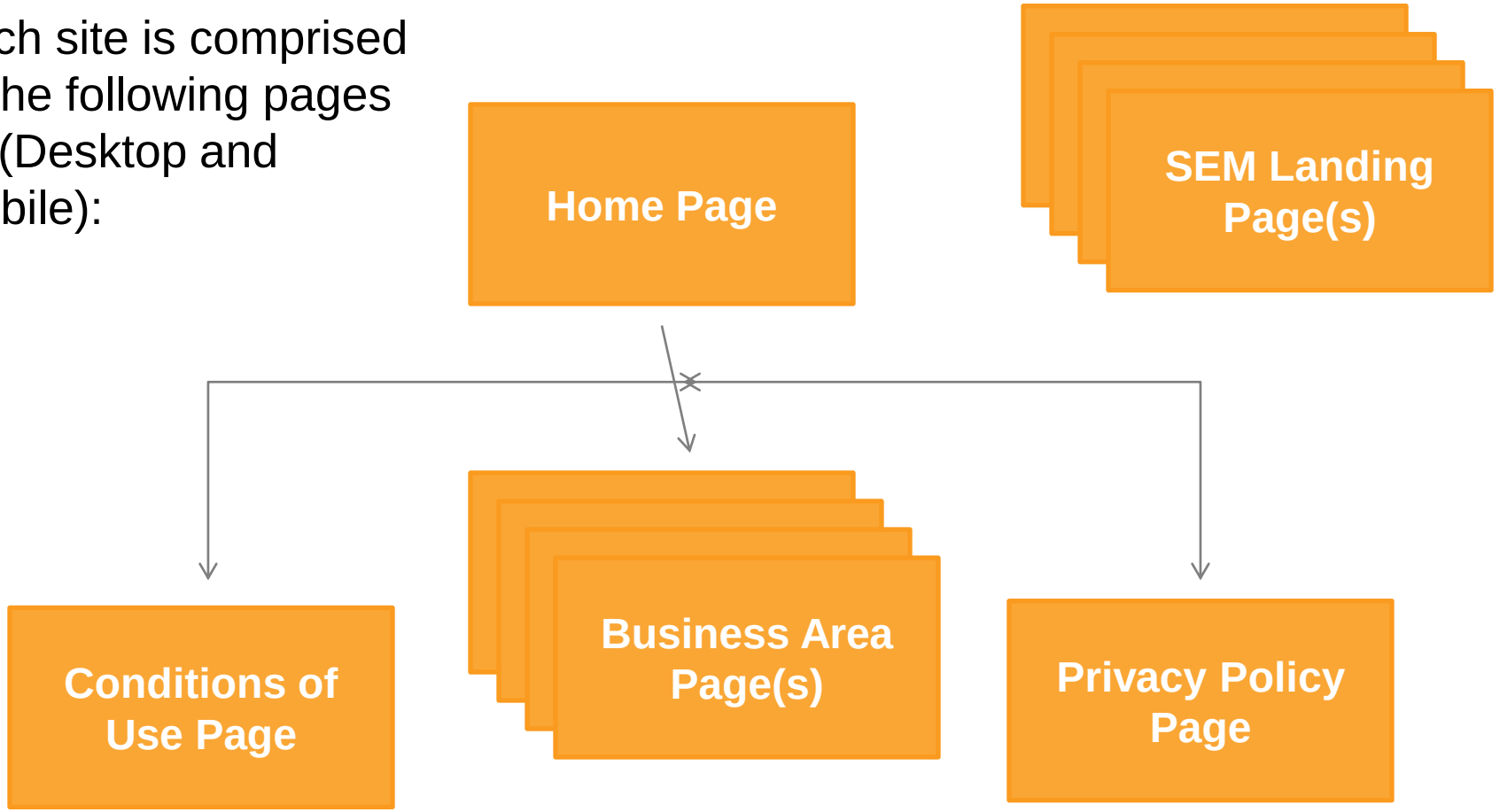
Merchant is Builder (BA1) who also does Driveway Paving (BA2) whose main office is in Pittwater (BL1) and also services Chatswood (BL2).

If user purchased *My SiteOnline*, the TSA app creates a full merchant website (BA+SEM landing pages).

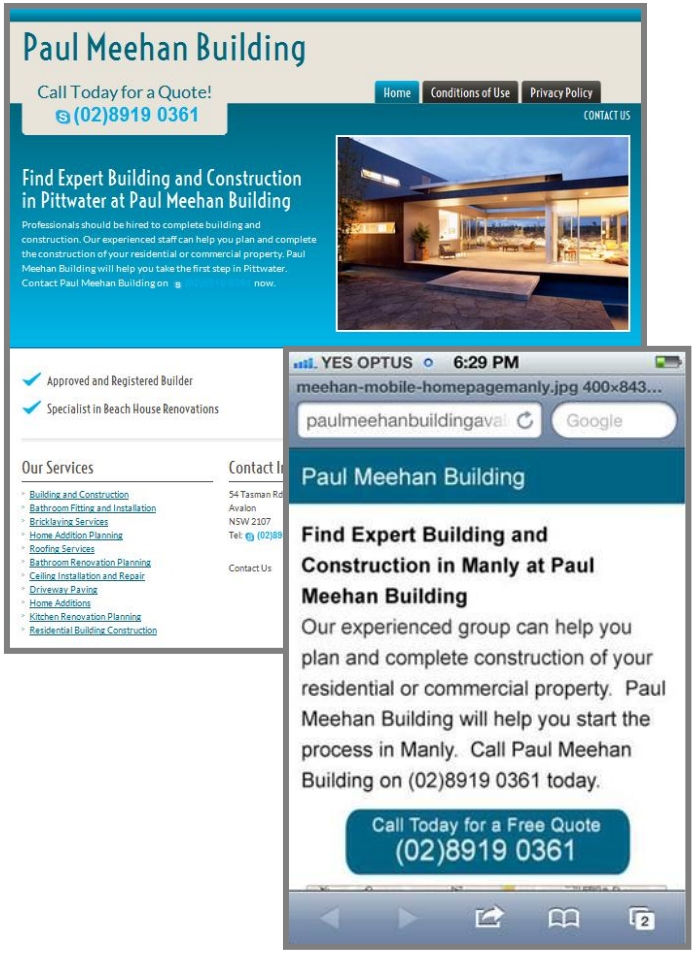
If user purchases *My AdsOnline* also, the TSA app creates corresponding Google Adwords campaigns.

Structure of *My SiteOnline* Websites

Each site is comprised of the following pages x2 (Desktop and Mobile):



Real World Site Example: Paul Meehan Building



Paul Meehan Building (www.paulmeehanbuildingavalon.com.au) is an example of a large site.

- Desktop Site:
  - 11 “BA” pages – Primary BA + Primary BL
  - 44 “SEM” pages – BA + BL
  - + conditions of use and privacy policy
- Mobile Site:
  - 11 “BA” pages – Primary BA + Primary BL
  - 44 “SEM” pages – BA + BL
  - + conditions of use and privacy policy

Structure of *My AdsOnline* Adwords Campaigns

Each merchant SEM account is comprised of the following campaigns x2 (Desktop and Mobile):

Brand Campaigns "Paul Meehan Building"

Manually created by TSA editors.

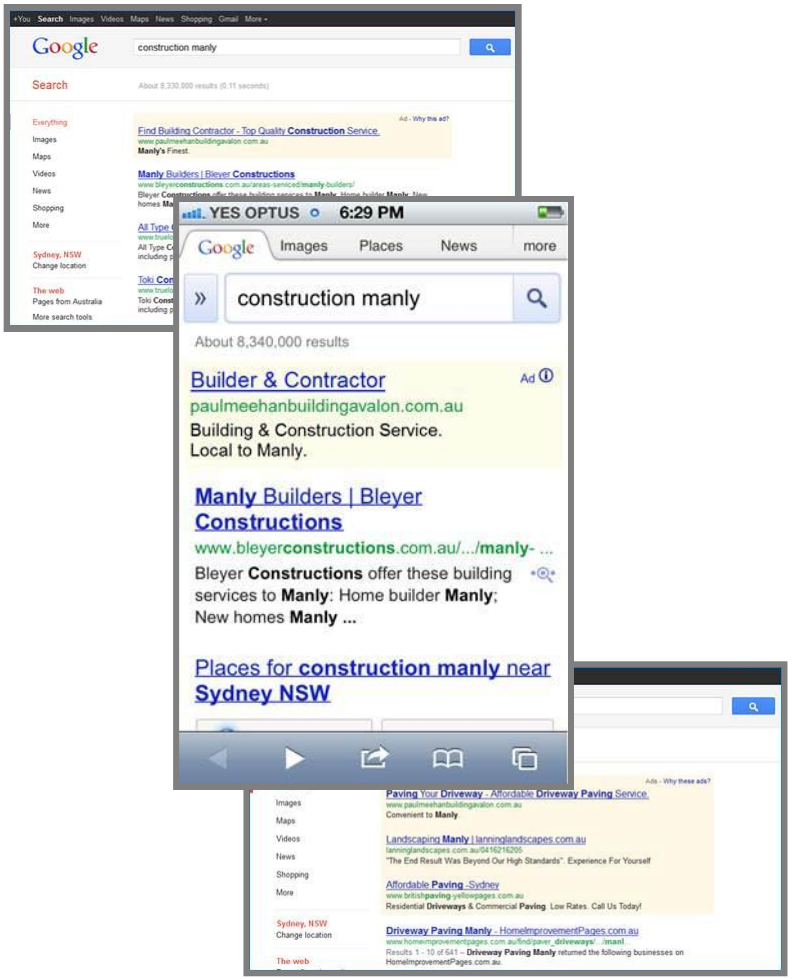
System-created by TSA app.

Geo-Modified Campaigns "builder manly"

System-created by TSA app.

Geo-Targeted Campaigns "builder" targeted to manly

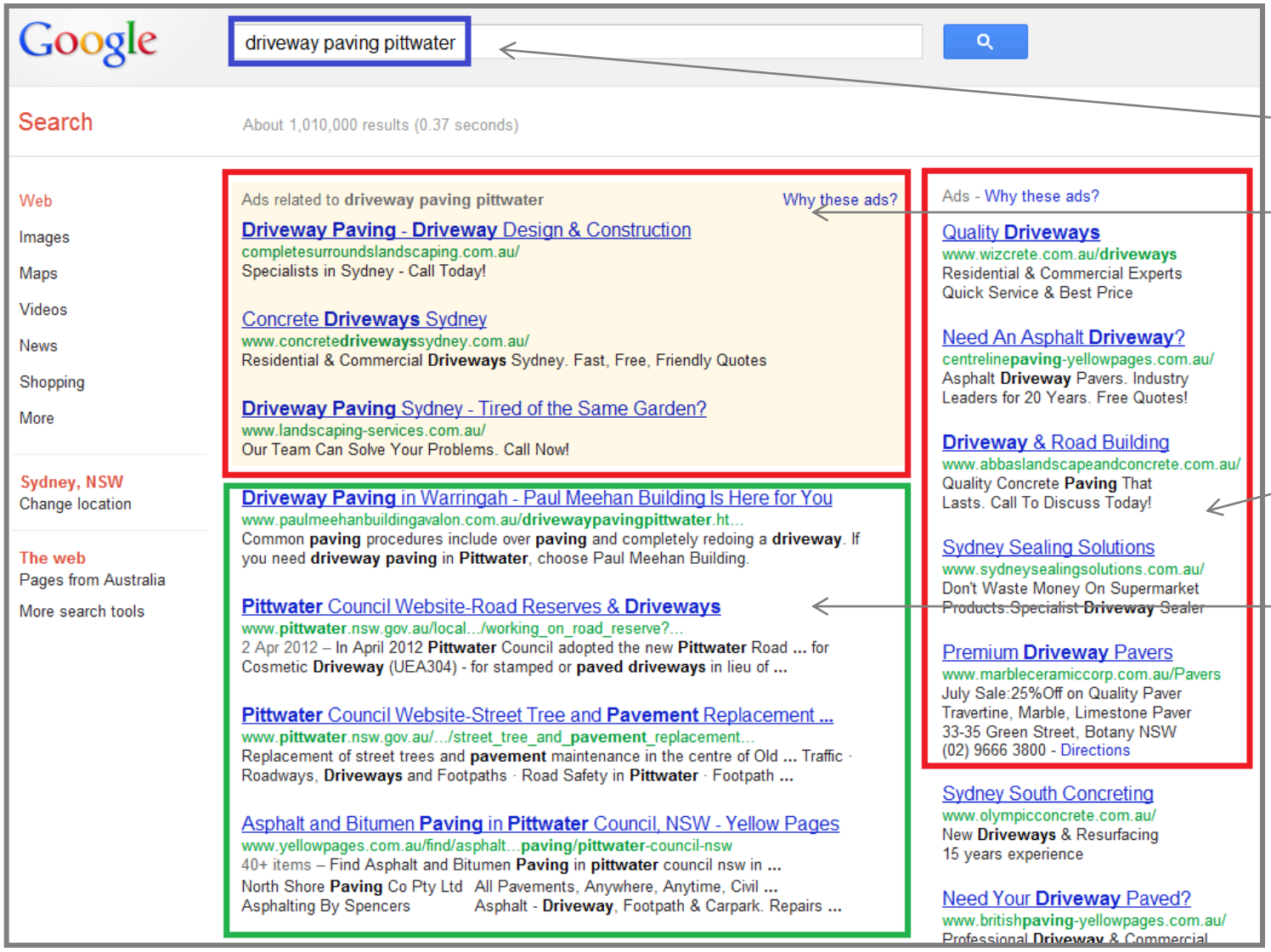
Real World Adwords Example: Paul Meehan Building



Merchant campaigns are created via a combination of Business Areas (BAs) and Business Locations (BLs), and one merchant can have many, many campaigns. Paul Meehan has 11 BAs and 4 BLs :

- Desktop:
  - Geo-modified – 44 campaigns
  - Geo-targeted – 44 campaigns
  - Brand – 4 campaigns
- Mobile:
  - Geo-modified – 44 campaigns
  - Geo-targeted – 44 campaigns
  - Brand – 4 campaigns

System - Marketing



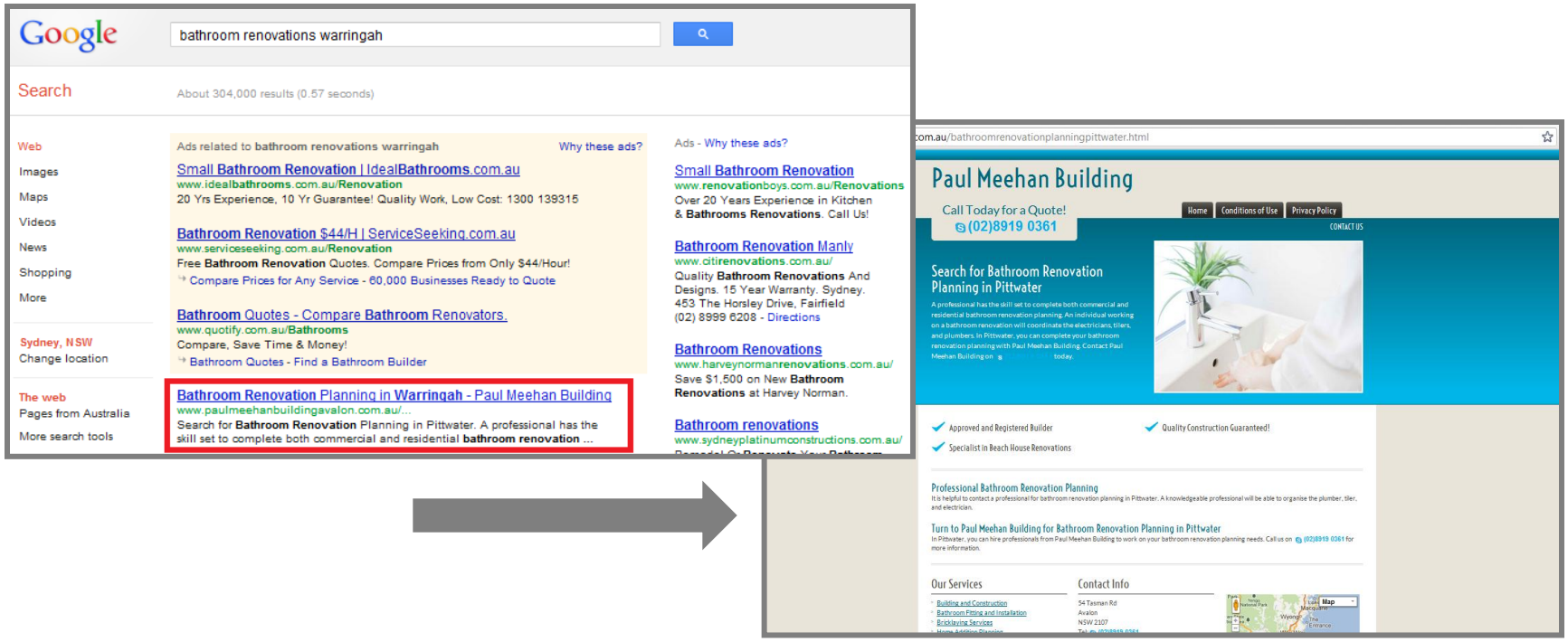
Keyword typed in by searcher.

Paid SEM Ad area where merchant ads will show depending on a range of factors.

Natural/Organic results area where merchant websites are optimised to appear over time.

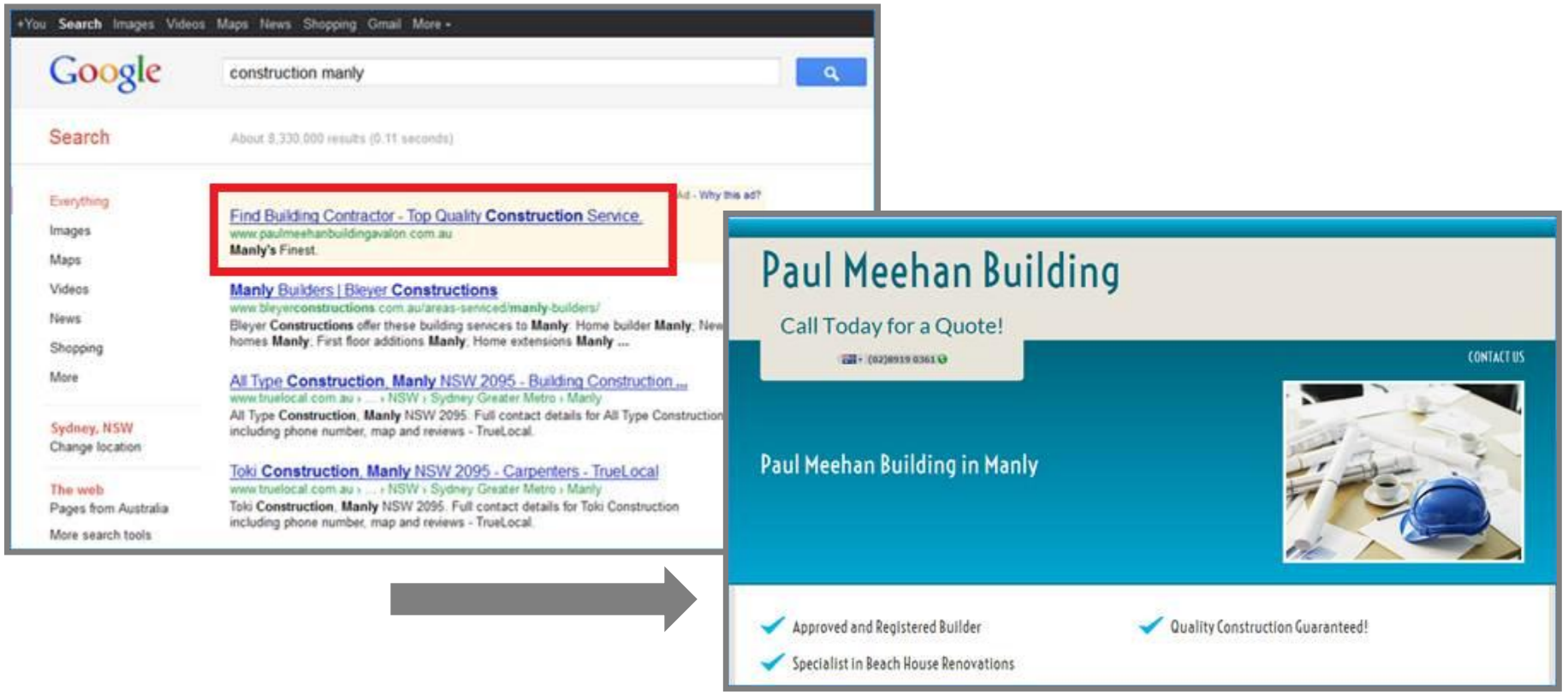
Paths to a Website – Natural/Organic Results; Desktop

User arrives by clicking on a natural search result in Google.

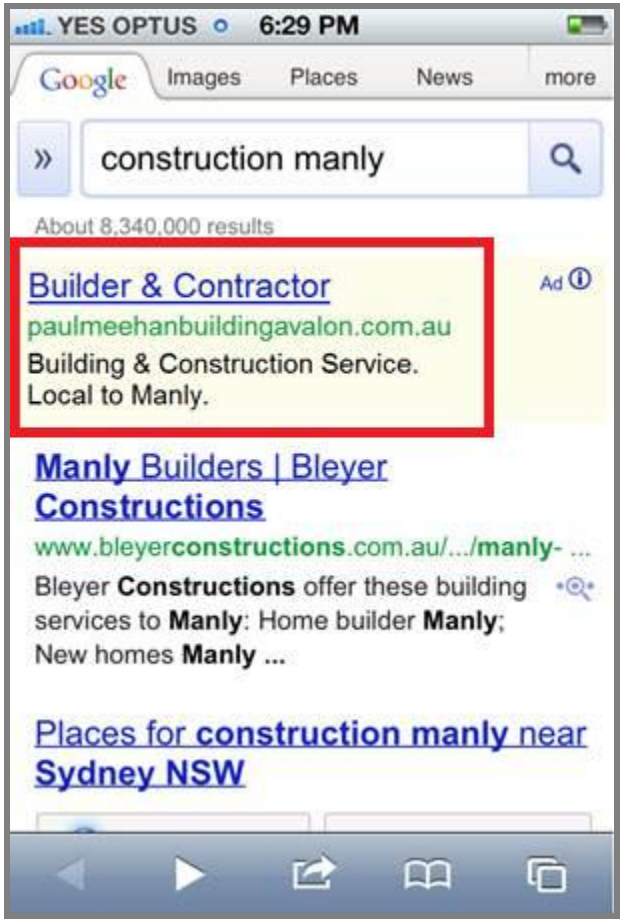


Paths to a Website – Paid Results; Desktop

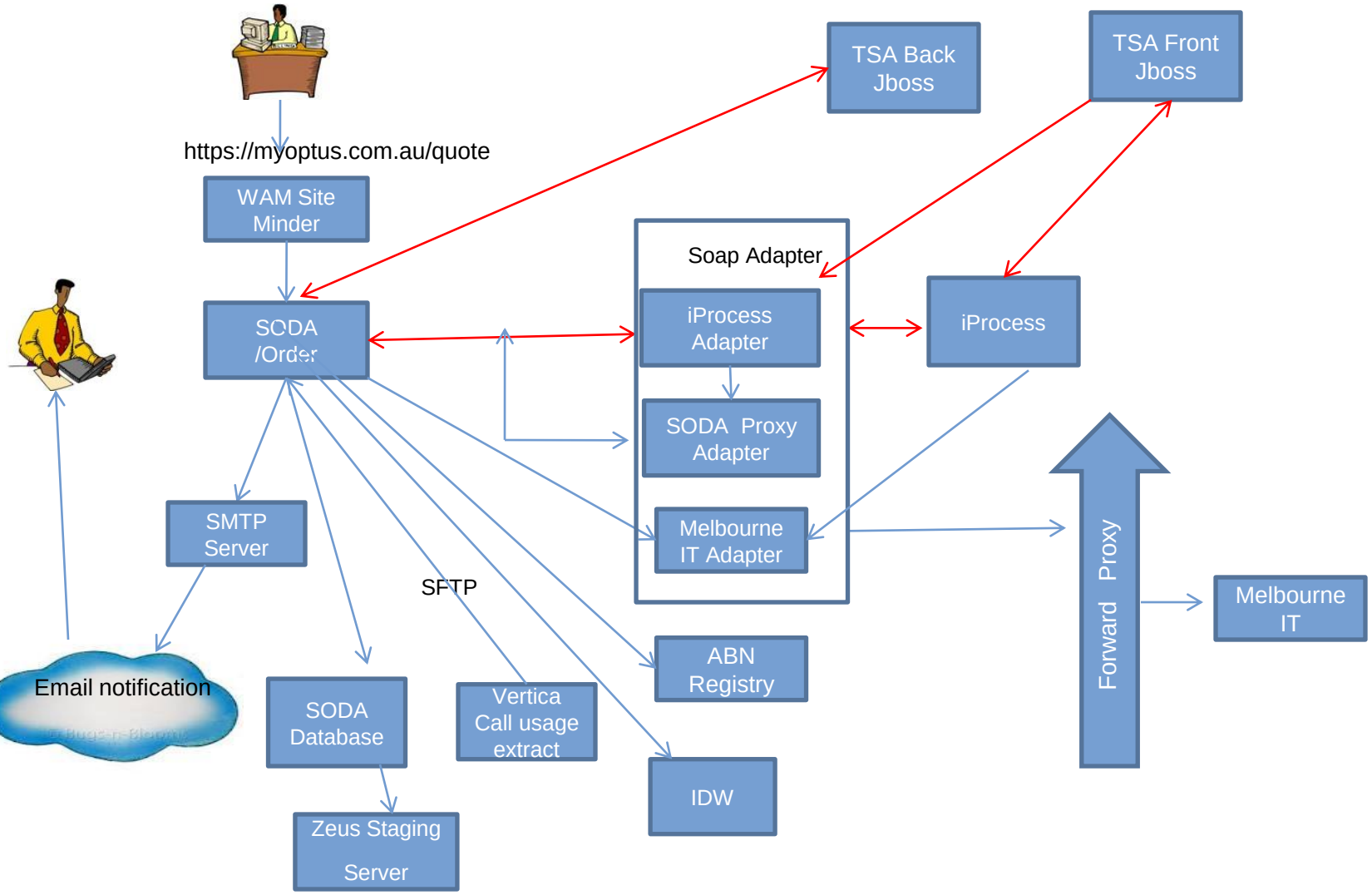
User arrives by clicking on a paid search result in Google.



Paths to a Website – Paid Results; Mobile



System - Design



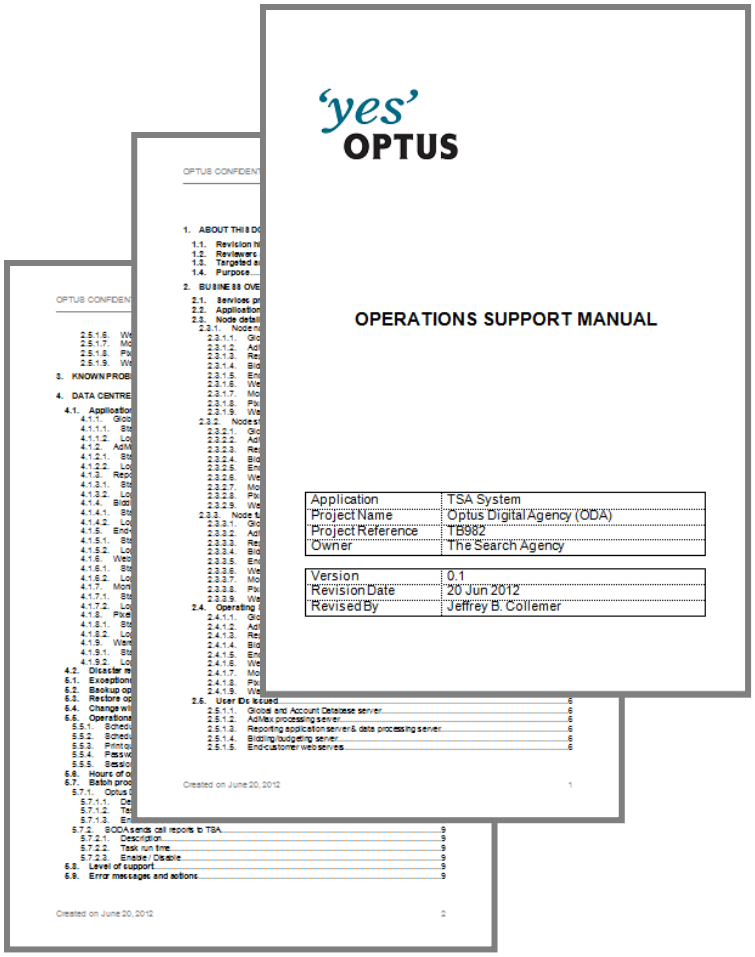
System - Design

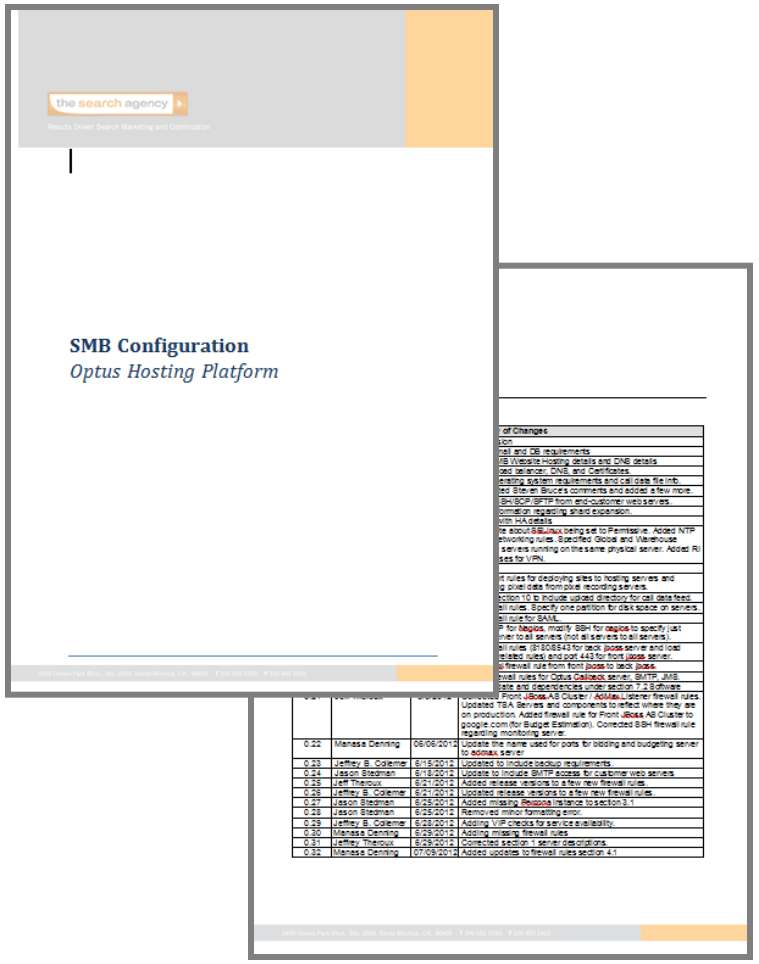
Server	Components	Description
Web service & DB servers	Front JBoss AS Cluster	Balanced, clustered web services which serves as the primary endpoint for incoming requests. These servers serves as the interface to Optus systems
	Front Percona/MySQL DBs	Balanced, redundant DB server which houses all content, templates, and customization settings.
	Self Service UI	Balanced, redundant customer-facing self-service web application.
Reporting application server Data processing server	Optus Data Feeds	Produces performance .csv data feed files
	Back JBoss AS	Reporting server for historical performance data, scheduling, etc.
	Data Staging and Datamart Percona/MySQL DB	Used for staging and aggregating performance data for outbound datafeeds as well as hosting customer and reseller datamart tables.
AdMax processing server	Daily data processes	Processes daily search engine, pixel, and call tracking data
	Budget Update	Processes performance data from previous days and updates Google with new budgets and bids. Also serves to produce daily outgoing data feeds (to Optus).
Bidding/budgeting server	AdMax Listener	Processes all AdMax requests related to the SEM campaigns and communicates with Google
Global and Account Database server	Acct. Percona/MySQL DB	Database which stores all account configuration data (Shard #1)
	Global Percona/MySQL DB	Global DB which stores data shared across all shards. *Note: This instances runs on port 3306.*
Warehouse Database server	WH Percona/MySQL DB	Warehouse which stores all historical performance data (Shard #1). *Note: This instances runs on port 3307.*
Monitoring server	Monitoring Software	Monitors the system and alerts on issues
Pixel Tracking server	Pixel recording software	Serves tracking pixels and records hits
End-customer Web servers	Website Web server	Hosts customer websites and SEM landing pages.

Documentation Overview

Documentation Overview

Refer to Operations Manual & Hosting Document





Deploying Sites Procedure

Procedures

- Discuss procedure for redeploying sites
  - TSA re-deploy
    - General: The JBoss server is down and a site needs to be deployed or re-deployed.
    - Content: Content needs to be amended, and site needs to be re-deployed.
  - Optus re-deploy general + ??? (collaborative)
    - An error was made when provisioning an order in SODA. This is fixed in the SODA DB, and the site needs to be re-deployed.
- Discuss procedure for raising an RFC
  - TBD