

Status Completed

OrangeZone TSD

**Version:** 1.0

**Client:** VIPPlay OrangeZone

**Author:** [Shubham Dobhal](mailto:shubham.dobhal@successive.tech)

**Date:** 20/08/2025

# System Overview

The **VIPPlay OrangeZone** platform is a production-grade web application delivering a high-performance, secure, and scalable user experience for **UI content delivery**, **backend AI processing**, and **Strapi-based CMS operations**.

It integrates AWS managed services, GitHub Actions CI/CD, and AI capabilities through Amazon Bedrock, enabling intelligent personalization, content automation, and efficient global delivery.

The purpose of this specific system design is to:

* Provide a **centralized, secure, and scalable** platform for serving dynamic content to users.
* Enhance **customer engagement** through AI-driven personalization and recommendations.
* Reduce operational complexity by **leveraging AWS managed services** and automated CI/CD pipelines.
* Ensure **global reach and security** via CloudFront, WAF, and DNS routing.