

LIVERAMP NETHERLANDS CASE STUDY

About the Customer

Faktor (now LiveRamp Netherlands) is a startup founded in May 2017 in Amsterdam by a group of enthusiasts with extensive experience in digital marketing. The central product, Privacy Manager, is a consent management platform, which helps publishers and media owners to comply with the General Data Protection Regulation (GDPR) from an advertising perspective. From the moment on that GDPR came into force, Faktor manages to grow its customer base quickly across the EU. In 2019, Faktor was acquired by LiveRamp, a leading data connectivity platform and they have extended their product to comply with CCPA.

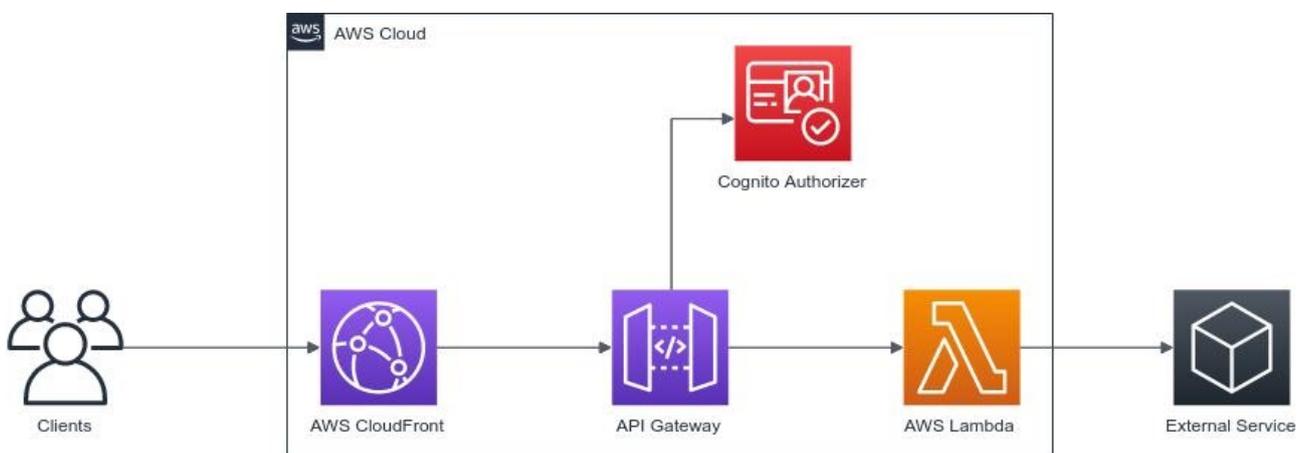
Customer Challenge

As a startup company, LiveRamp needed to bring its products to the market rapidly and reliably. They have built a web-based consent management platform for third-party websites. The platform helps to maintain data in compliance with GDPR and privacy regulations. As the number of clients using their services increased, LiveRamp had to find a way to automate the payment process. In parallel, they wanted a more automated and agile way to manage their infrastructure and to ensure that their team is focused on building the right product for the customers. When LiveRamp decided for Amazon Web Services as their cloud platform of choice, they partnered with Levi9 due to its experience with AWS cloud solutions.

Our Solution

We have chosen the subscription business model and decided to use Chargify as a third-party service to automate the payment process. The solution extended the existing console application with a new marketplace module. That module communicates with the API Gateway using the HTTPS protocol. Each request is authorized against a Cognito authorizer, allowing only console users to access the marketplace. Once the request passes the authorization, the API gateway invokes the appropriate AWS Lambda function. The Lambda functions are written in JavaScript, using the AWS SAM framework. The functions are organized into logical units, and the code that communicates with the external services is stored in a separate library.

The release process is automated using CodePipeline. Function code is stored in the CodeCommit repository and a CloudWatch rule triggers the CodePipeline process that builds and deploys lambda functions to the appropriate environment based on a CodeCommit branch. Each environment runs in a separated AWS account.





Results and Benefits

By implementing within a few weeks an architecture that relies on AWS Managed Services, Levi9 has completed the initial Proof of Concept, which was the foundation for future development. The infrastructure allows LiveRamp to operate in a highly scalable, cost-optimized, and highly available environment, inline with the recommendation of the Well Architected program. The LiveRamp team is now free to focus on its product and to further expand its business.