



AWS SaaS platform for digital cinematic content.

ARTS ALLIANCE MEDIA (AAM) WANTED TO STAY AHEAD OF THE COMPETITION – THAT’S WHY THEY CALLED PGS SOFTWARE TO UPDATE THEIR INNOVATIVE SAAS PLATFORM.

In order to keep ahead of the competition, Arts Alliance Media contacted PGS Software to help them produce an improved version of one of its most innovative products - Courier. Courier is a SaaS platform for automated electronic delivery of digital content to cinemas, which **exploits the global scale available through Amazon Web Services (AWS)**.

BUSINESS NEED

The PGS Software team carefully analysed the situation and concluded that **what AAM really needed was a brand new architecture** – one that would require a complete rewrite of the communication protocol. Detailing all their analysis in a design document, PGS Software presented their findings to the AAM team who carefully reviewed all the points raised and agreed that this radical approach would be the best way forward.

SOLUTION

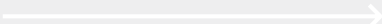
PGS Software provided a dedicated team who rebuilt communication, added network fault tolerance, improved the database layer, and helped make use of the AWS Cloud to its full potential. All of this helped ensure that the new Courier would be **future-proof** with regards to upcoming AAM platforms and products. It also needed to be **scalable** so that it could support thousands of clients, allowing them to simultaneously upload and download **enormous amounts of data**. The final requirements for Courier were to perfect the handling of disconnection or network issues during transfers. The team also upgraded to **the latest version of Python** to incorporate modern technologies. In order to deliver the project in a more reliable and speedy manner, they introduced continuous integration and continuous delivery pipelines.

During the initial stages, the PGS Software team created **proof of concepts** to verify that their proposed solution is the right way to go. Having seen positive results, the team decided to move forward with an **Acceptance Test Driven Development (ATDD) phase**. The whole project was designed as a **Cloud-native solution and was based on AWS Cloud services**.

In line with PGS Software’s exacting standards, the PGS Software team built an advanced configurable testing suite that could simulate real-world scenarios including huge simultaneous transfers or network interruptions. PGS Software **tested each stage under all possible use cases** and stress levels to ensure that they produced the highest quality software. All test scenarios would then be run against UI and API functionalities. Over a **1000 automated tests were performed** after each code change, covering every aspect of the application from start to end.

BUSINESS BENEFITS

Within approximately half a year, the PGS Software team delivered the next generation of Courier and it has proved to be an outstanding success. The PGS Software team was able to build world-class architectures crafted to very specific use cases, ensuring that the new Courier would be future-proof and scalable. The main database was restructured and reduced in size by 20%, leading to more performance. The new version of Courier is now much faster than its predecessor – and, with the scalability they need for future business endeavours.



THE CLIENT'S PERSPECTIVE

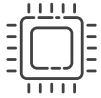
Here is what Rich Phillips, Chief Information Officer at AAM, has to say about the outstanding professional relationship AAM was able to form with PGS Software, and about the team's proactive approach and technical expertise:

PROJECT DETAILS



SOLUTIONS

AWS Cloud, Acceptance Test Driven Development (ATDD), Continuous Integration, Automated Testing



TECHNOLOGIES

Python, CherryPy, SQL Alchemy, Boto3, Behave, AngularJS, PL/pgSQL



TOOLS

Jenkins, Docker, Terraform, Selenium Webdriver, Gattling



TEAM

3 Python developers
1 Automation tester

ABOUT THE CLIENT

Arts Alliance Media (AAM) is the global leader in digital cinema software and services. Its wide range of solutions enables its customers to reduce costs, increase efficiency, and improve the cinematic experience for their customers to keep them coming back for more.

ABOUT PGS SOFTWARE

PGS Software S. A. is a public listed IT company providing custom software products and end-to-end business services to international clients from Western Europe.

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The **PGS Software** team went from being sub-contractors to becoming a **valued technology partner**. The team was **able to build world-class architectures crafted to very specific use cases skillfully, using modern development methodologies such as CI and ATDD**.

Since the end of the initial project on Courier, the **PGS Software** team has been running workshops for our internal developers, facilitating a **valuable two-way knowledge exchange**. All of this goes far beyond the traditional scope of IT outsourcing and proves the worth of working with PGS Software.

RICH PHILLIPS

Chief Information Officer, AAM

FOR MORE INFORMATION ABOUT OUR SERVICES:
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