

Case Study: Disney

Client

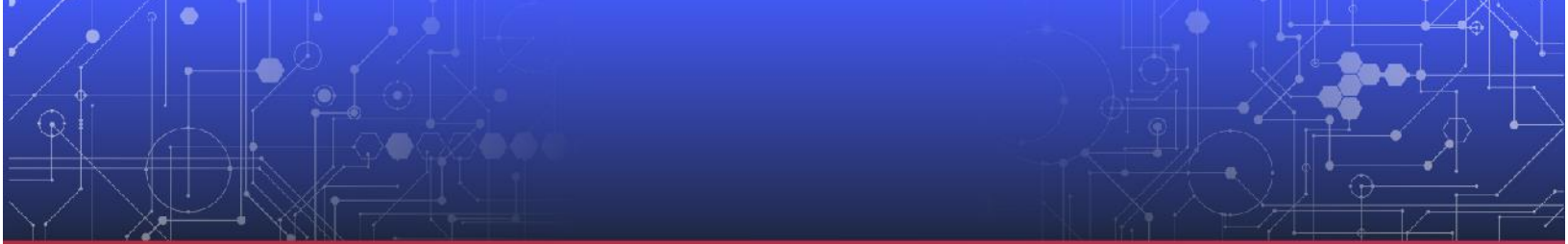
Disney is a worldwide theme park organization, heavily user/customer-based. They have an online marketing/ticketing system for Disney parks and resorts.

Business Challenge

Disney was using a traditional monolithic application. Everything had a single code base, which caused problems with scalability, cost, and modern technology adaption. Because Disney manages a variety of services (parks, hotels, resorts, etc.), operating from a single code base is too complicated and difficult to do. Disney needed to update their systems and make it easier to track users/customers for marketing analytics. They required a better microservices implementation to decouple different business groups and track different types of users' activities to build better marketing initiatives.

, (B) | V B W
, (B) W D W
B W D B O
G D B B B B D W
B W D B B B
B B B B
B B

B B V
B W D B B B B B B
D B B B B B B B B
D B B B B B B B
B B



engage@infolob.com
909 Lake Carolyn Pkwy, #300 Irving, TX 75039
infolob.com

