

Case Study:
Patron Empowerment Social Media Upload Engine

COMPANY SUMMARY

WHO WE ARE AND WHAT WE DO

Entasis Technology Consulting was founded in 2016 by Matthew Mattoon. Entasis is a Veteran-owned AWS Advanced Partner that focuses on Architecture and Automation.

We believe technology should be elastic by nature, resilient in design, with performance on demand.

The Entasis team has over 30 years of experience in technology with over ten AWS certifications.

Entasis hosts the AWS User Group DFW North that has over 320 members.

CASE STUDY:
Social Media Upload Engine

AWS SERVICES

AWS Services: CloudFormation, Lambda, S3, API Gateway, CloudFront

CUSTOMER DESCRIPTION

Patron Empowerment's signature project is Rhythmic Rebellion. RR allows artists and songwriters to have free access to promotional tools and song registration that allows for future tracking of royalty earnings and payments. The Rhythmic Rebellion platform is a web and mobile application.

CUSTOMER PROBLEM

The customer was looking to add additional value to their artists and song writers by promoting their work on social media platforms. This was a very manual process and was quite difficult to overcome when key members were traveling or on low quality internet connections.

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IMPACT OF THE PROBLEM

Patron Empowerment had a slower turn around in getting promotional materials published for their artists and songwriters. This also required ad-hoc file transfer processes based on what the sender was setup to use. This created frustration among a small but important part of their artist base.

HOW TO FIX THE PROBLEM

We designed a serverless platform which would allow for secure upload of files directly from the artists web browser via the existing framework of the Rhythmic Rebellion artist site. This platform leverages CloudFront, S3, API Gateway, Lambda and is deployed via CloudFormation. This platform generates S3 pre-signed URLs which allow the client to directly upload the file into a private S3 bucket, which can then be utilized on social media platforms.

SOLUTION IMPACT

This solution enabled Patron Empowerment to quickly deliver value to their artists and song writers and drive additional awareness about how they are revolutionizing the music industry.

Case Study Diagram

