

Maspex is able to build and implement marketing campaigns on AWS in less than 30 minutes



„AWS allows us implement IT infrastructure for marketing campaigns in nearly real-time”

Łukasz Wala
Digital Manager, Maspex



- Maspex is using AWS services for marketing activities
- AWS Auto Scaling and Elastic Load Balancing allow Maspex to automatically add AWS resources during peaks of marketing campaigns
- Archiving data from marketing campaigns are stored in Amazon Glacier

Maspex Wadowice Group is one of the biggest companies in Central and Eastern Europe in the segment of food products

edrone went AWS all-in to provide world-class reliability and scalability



“AWS gives us the confidence we can scale our systems to any level our business needs us to”

Piotr Stachowicz
CTO, edrone



edrone offers a CRM system designed for e-commerce. It gathers behavioral data about customers and makes it easy to re-engage them. In 2017 it was awarded as “Best In Cloud” by Computerworld

- Edrone’s challenge is to ingest event data from hundreds of online stores with the number of customers growing every day
- The peak traffic during a day is typically 30x higher than low traffic
- AWS services are building blocks that enable edrone to architect a scalable system
- Ubiquitous API allows us to take human operator out of the loop for most daily operations
- edrone can focus on delivering business ideas and not reinvent the ‘infrastructure wheel’

AWS enables Vivid Games to offer top-notch services to gamers worldwide and to speed up internal workflow



“AWS saves us a ton of work and, frankly, a ton of money. Plus, it’s beneficial for the players. That’s what I call a win-win.”

Artur Boniecki
CTO at Vivid Games



Vivid Games is one of the most technologically advanced, independent development studios in Europe and the largest company producing mobile games in Poland

- Vivid Games’s games are enjoyed by a huge number of players around the globe. Scalability is a crucial factor in mobile gaming
- A vast choice of scalable AWS services in every corner of the world enables the engineers at Vivid Games to focus on developing innovative creative solutions
- Vivid Games does not have to worry about maintaining costly internal infrastructure. Instead, they can put all of the effort towards achieving business goals

Using AWS enables Applica to provide its customers with extremely high availability of service which is a crucial success factor



“Choosing AWS was a no-brainer for us. We needed a scalable environment to quickly deploy our AI-based Semantic Moderation service and start delivering value to our customers”

Adam Dancewicz, Applica’s Head of R&D



Applica provides a solution for Semantic Moderation of user generated posts and comments, which eliminates hate speech

- Applica Semantic Moderation processes millions of posts and comments per month for major online media groups
- The solution needs to scale automatically in case of peaks and must be available 24/7/365 with response time measured in milliseconds
- The solution is based on AWS services. It enables quick and hassle-free process of new customers provisioning, high availability of the service and flexible scalability

AWS helps Codewise scale when growing almost tenfold each year



“AWS allows us to handle over half a million transactions per second and maintain global presence thanks to datacenters across most continents”

Robert Gryń, CEO of Codewise



Codewise is a leading performance marketing tracking platform. In 2017 Financial Times ranked Codewise as the 2nd fastest growing company in Europe

- Codewise platform tracks over \$1 billion in annual ad spend and over 300 billion visitors per year in nearly 200 countries
- AWS infrastructure located on most of continents allows Codewise to serve advertisements with industry leading latency
- Variety of AWS services allowed Codewise to build analytics engine for real time campaign insights
- Codewise is able to save cost with EC2 spot instances