

CASE STUDY

Rusk Media's Cloud Infrastructure Transformation with Sygitech

Client Overview

Rusk Media is a leading digital entertainment company specializing in creating and distributing gaming and media content across multiple platforms. With a focus on innovation, they build technologies that power hyper-casual and value-based gaming experiences on web, mobile, and fixed apps.



BUSINESS CHALLENGE

Before partnering with Sygitech, Rusk Media faced several critical infrastructure challenges:

Resource Constraints:

The in-house team was focused on product development, leaving cloud infrastructure management underserved.

Infrastructure Scaling:

Managing sudden traffic spikes during content releases was problematic.

Expertise Gaps:

Limited specialized cloud management skills hindered scalability and high availability.

SOLUTION PROVIDED BY SYGITECH

Sygitech delivered a comprehensive cloud infrastructure management solution tailored to Rusk Media's needs:

1. Architecture Design & Implementation

- Designed and implemented a scalable and resilient cloud architecture.
- Ensured high availability and fault tolerance using AWS and Kubernetes.

2. Automated Deployments & CI/CD Pipelines

- Set up continuous integration and deployment (CI/CD) pipelines using Jenkins.
- Automated code rollouts, enabling zero-downtime deployments.

3. Proactive Monitoring & Alerts

- Established real-time monitoring and alerts for system performance.
- Proactively resolved issues before they impacted end-users.

4. Cost Optimization & Resource Utilization

- Reduced unnecessary resource usage, cutting cloud costs by 60–70%.
- Implemented automatic scaling and optimized resource allocation.

5. Data Security & Backup Management

- Configured secure VPN access and regular database backups.
- Enhanced data integrity and business continuity.

BUSINESS IMPACT

The collaboration yielded substantial improvements in Rusk Media's cloud infrastructure:



Enhanced System Stability:

Achieved near 100% uptime despite heavy traffic spikes.



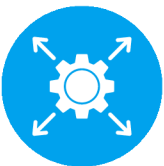
Faster Deployments:

Significantly reduced deployment cycles through CI/CD automation.



Optimized Costs:

Realized a 60–70% reduction in cloud expenditure.



Seamless Scalability:

Supported high traffic surges with auto-scaling capabilities.



Improved User Experience:

Delivered smooth, uninterrupted gaming experiences to end-users.



CLIENT TESTIMONIAL

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The proactive monitoring and automation provided by Sygitech have been game-changers for us. Their ability to detect potential issues before they escalate has kept our platform stable, even during peak traffic periods.

— Head of Cloud Infrastructure, Rusk Media

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CONCLUSION

By partnering with Sygitech, Rusk Media transformed its cloud infrastructure, enhancing performance, reliability, and cost-efficiency. The strategic deployment of cloud technologies enabled Rusk Media to focus on innovation while Sygitech ensured seamless infrastructure management.



THANK YOU

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