

Breezeline - Real Time Transactional Emails Notification

Breezeline was looking to build a system to send real time transactional email notifications to their customers. Badal's role was to take data stored within a 3rd party SaaS system and send them in real time to Salesforce Marketing Cloud.

The challenge

A reliable integration needed to be built to take events (such as user signup, address change, payment due) from the 3rd party systems and send them in real time to Salesforce Marketing Cloud. The goal was to provide business users and operators with visibility on emails being sent, reliability when handling unexpected events, and scalability to handle large spikes in the number of events.

The solution

Badal designed and built a robust integration between all Breezeline components. By using a combination of Pub/Sub and Cloud Functions, Badal provided out-of-the-box throttling, back pressure and retry capabilities. Detailed Cloud Monitoring alerts and Data Studio dashboards were also created to provide better insight into the health of the system.

The results

A real time email delivery system with 99.999% uptime. The system is able to scale up and down to adjust for daily and seasonal email volumes. The built-in monitoring and alerting allows Breezeline to proactively identify issues upstream and downstream. Detailed dashboard can be used to further debug issues and quickly identify the root cause.

“The Badal team did a great job in taking our e-mail communication to the next level. They've built a connection between our legacy billing system and SFMC using GCP tools that allows for real-time triggering of transactional emails. On top of that, they built a complete monitoring tool that checks for consistency, errors, and validation, while also reporting on daily volumes”

Serge Billiouw, VP of Digital Transformation (Data & Analytics), Breezeline



About Breezeline - Real Time Transactional Emails Notifications

Breezeline, a subsidiary of Cogeco Communications and the 8th largest cable provider in the United States. Breezeline provides both residential and business consumers with high speed broadband Internet, TV and Voice services in 13 states.

Industry: Telecommunications

Primary project location: Canada



Badal

About Badal.io Inc.

Badal is a Google Cloud Premier Partner providing white glove services to help enterprises deliver high quality business results on the cloud.



Products

Google Cloud Platform