

How Google Cloud has helped indigitall to enhance its platform

Support Indigitall to have a more secure and automated infrastructure with Ansible, and a more modularized and scalable microservices architecture

The challenge

From the beginning, the objective of Indigitall has been to leverage the existing digital channels and introduce them on its platform so that customers improve their communication throughout their customer journey. They started by deploying their business model in another public cloud that did not respond to their demand.

The solution

With the migration of the platform to Google Cloud, Indigitall has been able to solve its objectives of cloud control, cost structure per client and efficiency, thanks to the ease of use of the Google Cloud solution. Indigitall can now specialise its team in BackEnd, FrontEnd, Systems, Cloud, and DevOps, in addition to further improving its cost structure and obtaining comprehensive cloud control

The result

A Single Software Base More efficient development team, reducing deployments. A team focused on the product and the business Better use of cloud infrastructure and cost structure for customers. Building a strong knowledge base: Having more control leads to better performance. Reduced costs of Cloud Functions Increase delivery speed of push notifications.

“Without the cloud it would have been impossible to make our business idea a reality.”

Marcos Fortún - CTO Indigitall



About Indigitall

Indigitall was founded in 2014 by Xavier Omella and Juan Carlos de la Vela, two experts in the digital marketing world. indigitall was created as an answer to the company's need of communicating with their end customers through smartphones. Indigitall currently has a portfolio of more than 150 clients, both in Europe, Latin America and the US.

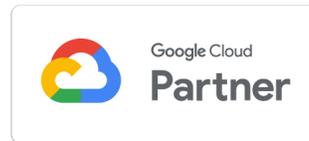
Vertical/horizontal solution: Business & Professional Services

Primary project location: Spain



About Devoteam G Cloud SAS

With more than 2,600 customers, Devoteam G Cloud's mission is to advise and support companies in their digital transformation with Google Cloud.



Products

Google Cloud Platform