BESPOKE AWS MIGRATION FOR GENIUS SPORTS
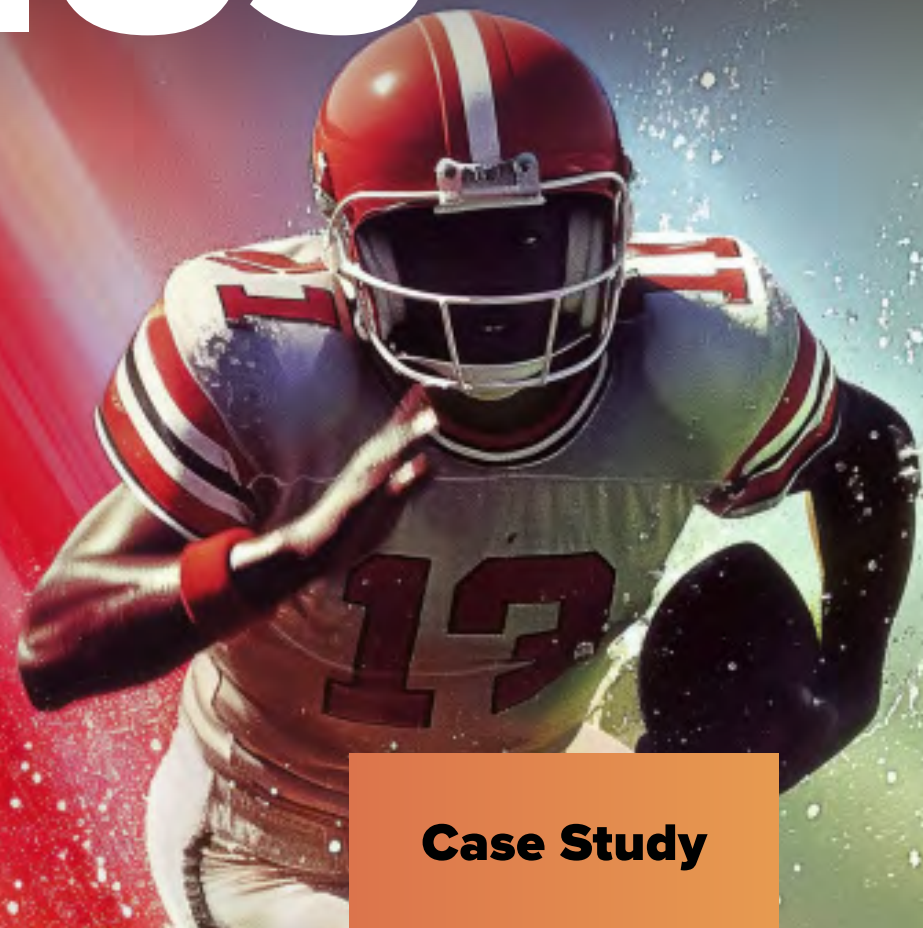
softserve

Genius Sports, a leading provider of sports data technology and services, is at the forefront of revolutionizing engagement between sports leagues, teams, and betting operators. Their offerings utilize sports data in novel ways to provide sports data solutions, betting technology, and fan engagement — all while maintaining sports integrity.

During a period of ambitious transformation, Genius Sports embarked on migrating their onsite infrastructure to the AWS Cloud. The migration sought to:

· **Reduce operational expenses while enhancing resilience through improved observability, security, and reliability.**

· **Boost business agility to accelerate product development and deployment to rapidly respond to customer needs.**

"

Our collaboration with SoftServe was an important contributor to us completing our cloud migration on time. They willingly undertook co-ownership of delivering our envisioned results, driving with their considerable expertise.

The team exhibited an impressive level of professionalism throughout the course of our engagement. Their consistent flexibility and competency solidified our trust in their capabilities.

— **Mike Patel, CTO,** Genius Sports

PARTNERING WITH SOFTSERVE FOR A RELIABLE MIGRATION

Genius Sports chose to partner with SoftServe for their AWS migration based on SoftServe's understanding of application, infrastructure, and database interdependencies, along with their expertise in AWS Cloud.

Genius Sports recognized that a simple "lift-and-shift" approach would not suffice:

Additional modernization steps needed to be taken to keep the migration within the planned budgetary expectations.

The migration also needed to comply with the approved technology standards within the larger organization.

GENIUS SPORTS' AWS MIGRATION REQUIREMENTS

Genius Sports' technology infrastructure was based on a virtualized Microsoft Windows 2008 environment with .NET Framework 4.6 applications. IT relied on monolithic proprietary databases, which restricted their scalability and innovation. To overcome these challenges and avoid new hardware investments, Genius Sports aimed to:

Modernize .NET Framework applications to run as Linux containers on .NET Core, hosted on Amazon EKS.

Transition from proprietary databases to open-source engines to reduce license fees.

Migrate from self-managed RabbitMQ to the AWS-managed service AmazonMQ for RabbitMQ.

Develop a comprehensive migration and communication plan for their customers.

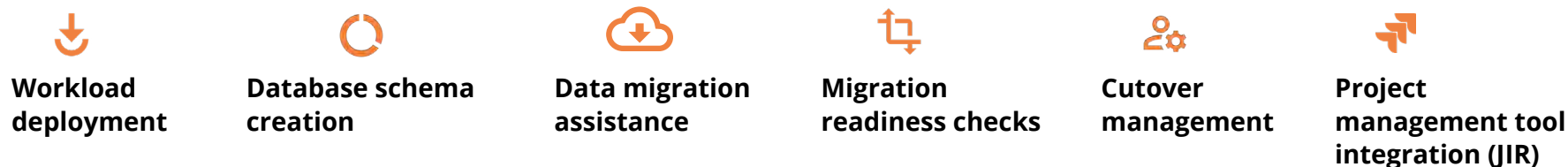**Transition existing Jenkins pipelines to GitLab CI.**

Enhance their security posture.

AWS MIGRATION WITH SOFTSERVE: A STRATEGIC APPROACH

SoftServe began by mapping dependencies and designing a repeatable migration tool to facilitate semi-automated or automated migration preparations. This tool enabled:

Workload deployment

Database schema creation

Data migration assistance

Migration readiness checks

Cutover management

Project management tool integration (JIR)

Furthermore, SoftServe prepared application dependencies ahead of schedule to allow for direct testing of applications on final platforms without intermediary stages. **To support the application overhaul, the team:**

Chose and deployed Amazon Aurora for PostgreSQL database engine.

Utilized the Amazon Database Migration Service for seamless data transition.

Employed Schema Conversion Tool to migrate data from legacy databases.

Replaced the on-premises Jenkins CI/CD tool with GitLab CI running on Amazon EKS.

Additionally, SoftServe developed a testing tool to compare events generated by applications in both on-premises and AWS environments. **That ensured nearly complete confidence in application functionality post-modernization.**

GENIUS SPORTS AWS MIGRATION:
ON TIME, WITHIN BUDGET, AND COST-SAVING

SoftServe prepared the Genius Sports team for the migration two months before the final data center exit and a month ahead of the internal deadline.

Genius Sports successfully exited the data center on schedule, achieving:

A cost-effective migration with cost increases within 15% post-migration.

Enhanced security, improved service availability, and increased customer satisfaction.

Streamlined modernization of the application stack and dependencies.

Process simplification while maintaining compliance with preferences, security standards, and infrastructure requirements.

Thanks to SoftServe's comprehensive modernization efforts, Genius Sports benefited from heightened security and service availability. That led to a rise in Genius Sports' customer satisfaction.

SoftServe helps you to get the most out of your data with fast, dependable, repeatable, and cost-efficient AWS migrations. We also have a strong track record of securing funding from AWS for cloud migrations.

Contact us **https://www.softserveinc.com/en-us/contact** to find out if your project qualifies!

AWS Partnership

For over 30 years, software companies and enterprises have relied on SoftServe as a global IT leader. Since 2014, SoftServe has teamed up with AWS to implement end-to-end solutions.

500+
AWS Certified Resources

50+
AWS Certified Solution Architects

40+
AWS Professional Certifications

aws
PARTNER
Premier Tier Services

aws
PARTNER
Amazon EKS Delivery

aws
PARTNER
AWS Lambda Delivery

About SoftServe

SoftServe is a premier IT consulting and digital services provider. We expand the horizon of new technologies to solve today's complex business challenges and achieve meaningful outcomes for our clients. Our boundless curiosity drives us to explore and reimagine the art of the possible. Clients confidently rely on SoftServe to architect and execute mature and innovative capabilities, such as digital engineering, data and analytics, cloud, and AI/ML.

Our global reputation is gained from more than 30 years of experience delivering superior digital solutions at exceptional speed by top-tier engineering talent to enterprise industries, including high tech, financial services, healthcare, life sciences, retail, energy, and manufacturing.

Social Links

in   ▶   X   f   info@softserveinc.com
                             www.softserveinc.com

Contact

NORTH AMERICAN HQ

201 W 5th Street, Suite 1550
Austin, TX 78701
+1 866 687 3588 (USA)
+1 647 948 7638 (Canada)

EUROPEAN HQ

30 Cannon Street
London EC4 6XH
United Kingdom
+44 333 006 4341

softserve