AWS & Eloqua-based marketing email alerts automation

Adanto provides end-to-end (AWS, Salesforce, Eloqua, Drupal) multilingual marketing automation workflow of user subscriptions for the global web marketing department of a large Silicon Valley professional placement and consulting enterprise.

The Environment:

The purpose of this project is to provide most accurate and updated information about available job openings for the users based on the information that they provided during the subscription using multilingual email templates
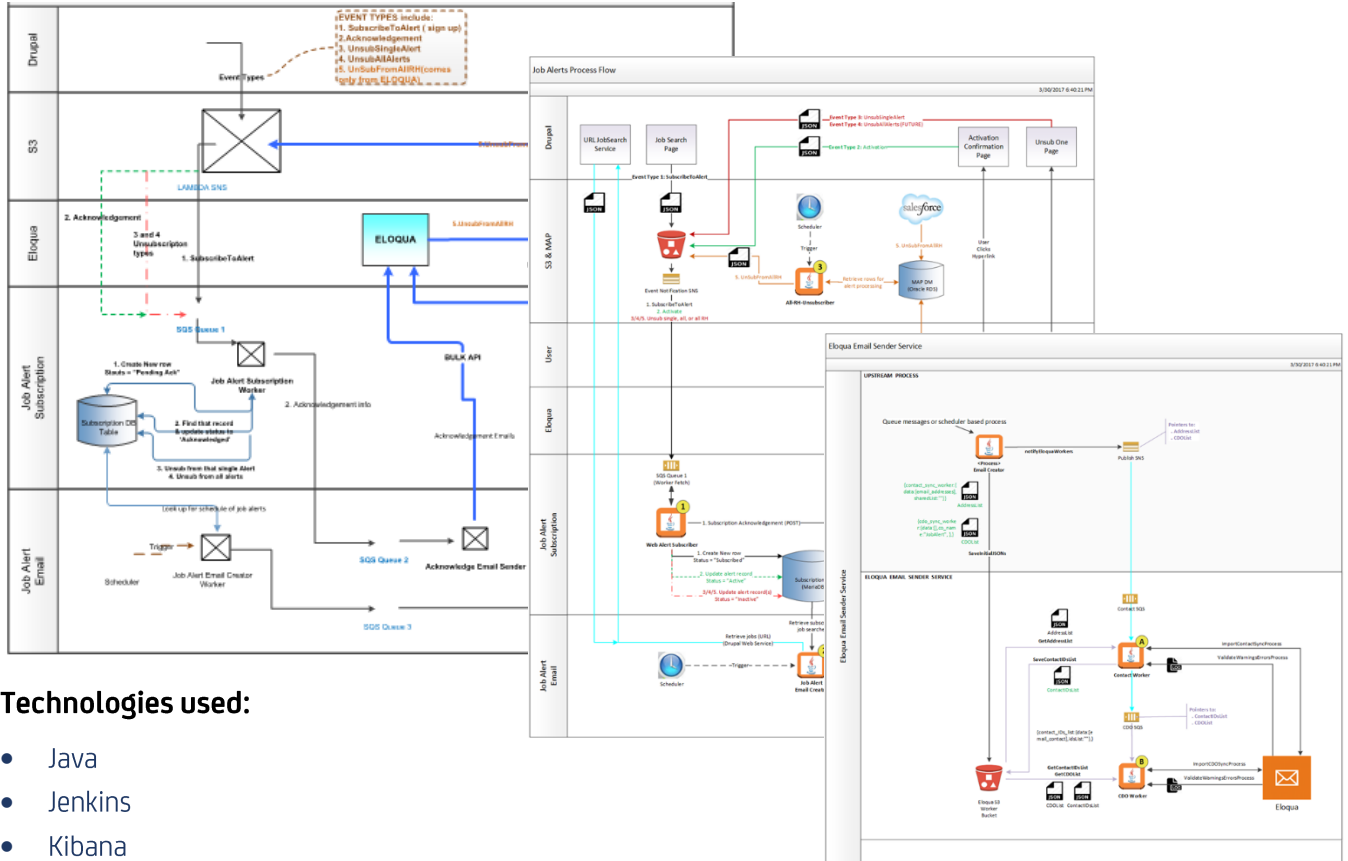
The Challenges:

- Attract new candidates from the market
- Create more leads by matching the possible users/candidates with open job orders

Metrics:

- **16 countries**
- **19 languages**

The Solution:

- **Architecture** assessment and tuning
- Implementation of **various web and mobile applications** based on requirements
- Automated **test environment**
- Automated **build environment**
- **Scripts** for creating the environment and deploying projects
- **Documentation** on all deliverables

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Technologies used:

- Java
- Jenkins
- Kibana
- Drupal
- Amazon Web Services: SQS, SNS, S3 Bucket, RDS, AWS KMS
- Docker
- Oracle Eloqua Marketing Cloud Service
- Salesforce

The result

- Multilingual web page with job search engine available public
- Multilingual email templates for subscription and job opening information
- Automated workflow based on AWS cloud environment to process user subscription
- Scheduled email campaign that sends emails to users build on Oracle Eloqua Marketing Cloud Service

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Adanto Professional Services

"We help our clients - from start-ups to large enterprises - deliver **web-based, mobile & cloud-based** apps, accelerating time-to-market & improving the quality, usability, and agility of their digital IT."

Michael Kinalski
CEO, Adanto Software LLC

Adanto Professional Services help organizations create sophisticated, enterprise-class software solutions and harness full potential of emerging technology trends to:

- **Improve delivery quality** across the application portfolio, from mobile to cloud to Web to packaged software, through standardized architectures and tools.

- **Increase predictability** through standardized confirmation and transition points, deliverable templates and workflows.

- **Optimize delivery cost** through an optimal mix of resources.

- **Enhance User Experience** with very latest mobile and web technologies.

Adanto Professional Services address unique challenges that every business or IT department is faced with today. It provides a full lifecycle of custom software development on the Java, .Net or Open-Source platform, including broad Web and application development solutions and those enabling portal and content management.

Adanto Professional Services include overall project management, planning, requirements analysis, technical architecture, design, build, test, deployment post launch free support, and fee-based extended service.

We offer Java, JavaScript, .Net/C#, C/C++, R, PHP, Python, Ruby, Perl, Pig, Hive, HBase, Spark, and other languages pervasively used in a wide range of technology-based solutions especially: Bigdata, mobile, UX/CX, cloud and Web.

Web Solutions

Embedded Software

Application Modernization & Optimization

Cloud

User Experience

Adanto Software Advanced Custom Development

Service Oriented Architecture (SOA)

Mobile

Business Process Management (BPM)

Large & Complex System Delivery

Software Package Customization

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About Adanto

Adanto is an emerging global software services and solutions company, incorporated in Delaware, serving clients in the EU and the USA from its five global locations.

Combining vast experience with comprehensive capabilities across many technologies, industries and business functions, Adanto collaborates with clients to **accelerate their innovation** and help them become **high-performance digital businesses**.

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To find out more about Adanto and how to best harness Adanto Professional Services on your quest to accelerate innovation, please contact:

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