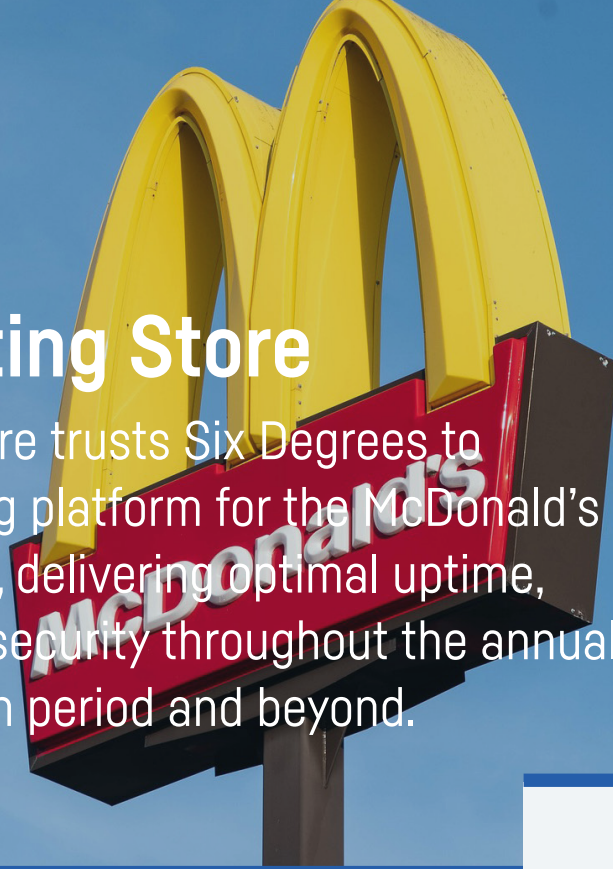




The Marketing Store

The Marketing Store trusts Six Degrees to provide the hosting platform for the McDonald's Monopoly website, delivering optimal uptime, performance and security throughout the annual six week campaign period and beyond.



Six Degrees delivers a secure, stable, performant hosting platform that enables The Marketing Store to facilitate the highly successful annual McDonald's Monopoly campaign.

Challenge

Since its launch in 2006, McDonald's Monopoly has become a true cultural phenomenon. The chance to win a share of 12 million prizes has inspired a cult following throughout the six weeks when the campaign runs each year.

Customer engagement agency The Marketing Store has been running the McDonald's Monopoly campaign for a number of years, enabling McDonald's to beat commercial targets time and time again.

To facilitate the campaign, The Marketing Store hosts a website that – during the six week campaign period – handles an average of 7,000 concurrent users at peak times. This website needs to be highly available, performant and secure in order to facilitate the success of the McDonald's Monopoly campaign.

Solution

Six Degrees worked with The Marketing Store to address an ever-increasing user peak by building the website platform on Microsoft Azure for the first time. This platform allowed the team to take advantage of the scalable Platform as a Service (PaaS) services offered by Azure.

About Six Degrees

We are a cloud-led managed service provider. We work as a collaborative technology partner to businesses making a digital transition.

Always placing clients at the heart of our strategy, our passionate teams combine technical expertise and deep sector specific knowledge to innovate, craft and manage the right solutions to power businesses.

The breadth and strength of our technology is our foundation. Solutions range from data and application performance management through to colocation and unified communications, all with private, public and hybrid cloud at its core.

We work collaboratively and build long-term partnerships through exceptional services that match our clients' needs. We continually innovate the right solutions to enable our clients' brilliance.

OUR SOLUTIONS



Cloud Platform & Data

Modernise your data centre and secure your hybrid cloud future.



Cyber Security & Compliance

Enhance your cyber security posture and safeguard your organisation.



Agile Workspace

Communicate, collaborate and work efficiently, anywhere.



Network Infrastructure

Achieve a step change in your connectivity and your digital transformation journeys.



Taking advantage of Traffic Manager, Web Application Firewall, Virtual Machine Scale Sets and Redis Cache and spread across multiple Azure Regions, Six Degrees built and secured a highly available platform that enabled the continued success of the website and maintained maximum uptime and responsiveness, even during peak usage periods.

Six Degrees integrated all aspects of the solution into a central Log Analytics Workspace and produced custom dashboards to allow The Marketing Store to review the status of the website from a connection and latency perspective, whilst also allowing for centralised collection of the website's logs to produce a degree of insight not previously available to The Marketing Store.

Six Degrees also leveraged the OWASP logs from the Web Application Firewalls to highlight active threats to the website and used this information in collaboration with The Marketing Store's penetration testing team to ensure it was as secure as possible.

Outcome

Six Degrees has been a trusted partner to The Marketing Store for a number of years. We deliver a highly available and secure platform with round-the-clock support, enabling The Marketing Store to successfully deliver the McDonald's Monopoly campaign and facilitate its strong commercial performance.

ADVANTAGES AND BENEFITS

Guarantee performance during peak usage periods.

Flexible resource management ensures website visitors have the best customer experiences at all times.

Gain website connection and latency insights.

Centralised insights give The Marketing Store the information it needs to maximise uptime, ensuring it can maximise revenues.

Identify and mitigate active cyber security threats.

Web application firewalls and penetration testing combine to mitigate cyber security threats, reducing the risk of cyber-attacks that would result in financial, operational and reputational damage.

Receive round-the-clock technical support.

24x7 technical support ensures any uptime, performance or security issues are addressed quickly, minimising the potential impact of any operational issues encountered throughout the duration of the campaign.