


THE DEVIL'S IN YOUR DETAILS

Make you and your friends the stars of
undercover news report.

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Anti-Fraud Campaign put in the cloud by AWS and Databarracks

Digital agency roll7 was tasked with creating a Government-backed viral campaign to highlight the dangers of internet fraud

www.thedevilsinyourdetails.com

The Challenge

roll7 created a groundbreaking campaign, called The Devil's in Your Details, to warn users about the dangers of internet fraud. It takes users' names and profile pictures from Facebook and puts them into a mock, undercover video report.

“ We needed the campaign website to be able to handle bursts of web traffic and have the resources available to deliver personalised videos in the thousands, without compromising speed or performance.

Jon Parsons, Production Manager, roll7

The Solution

roll7 engaged Databarracks as an AWS Consulting Partner to set up and design the platform for *The Devil's in Your Details*, to make best use of the functionality offered by AWS.

Databarracks initially created a test and development environment for roll7 and advised how to architect and configure the campaign's website for the AWS Cloud.

Whereas traditional web applications are built to run on a single server or cluster, with AWS each component service can be separated for greater control and scalability.

Databarracks set up Auto Scaling for the creation of new Amazon EC2 server instances when performance reaches predefined thresholds and Elastic Load Balancing to manage incoming traffic.

The back-end database was built using Amazon RDS (Relational Database Service) and website assets are stored in Amazon S3 and Amazon CloudFront.

Databarracks integrated the AWS platform with roll7's source code management system and employed Amazon Route 53 for highly available and scalable DNS.

The Benefits

“The scalability and pricing model offered by AWS, as well as the flexible storage capacity provided through Amazon S3 won us over.

“Databarracks has been a fantastic partner and our devotion to the project has been reciprocated by them. The support we’ve received has been really excellent,” says Parsons.







The AWS platform gives you access to an almost endless pool of resources which you only pay for when you need them. Costs are kept low for development and testing purposes by using small server instances, but when the campaign goes viral and traffic skyrockets, you have the power available to keep up.

“The load balancing and auto-scaling features provided by AWS have enabled us to seamlessly handle a very significant amount of user traffic. All in all, compared with traditional methods, the performance increase is massive and furthermore, AWS is extremely competitive.

Jon Parsons, Production Manager, roll7

“Databarracks has shown how AWS can be used to quickly build a secure, scalable and resilient platform for online campaigns. This is a good example of how organisations no longer need to purchase technology infrastructure upfront to handle traffic at its highest peak.

Attila Narin, Senior Manager, Amazon EU

Auto Scaling		When the performance of a server reaches a certain threshold – additional servers are created automatically to share the load
Elastic Load Balancing		Automatic distribution of incoming traffic across multiple EC2 instances
RDS		Relational Database Service
S3		Images are stored in Amazon S3 object storage
CloudFront		CloudFront is a Content Delivery Network. Images are cached locally in each geographic area to reduce latency and speed up user experience
CloudWatch		AWS monitoring service



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Databarracks provides the most secure and supported cloud services in the UK. In 2003, we launched one of the world's first true managed backup services to bring indestructible resilience to mission critical data. Since then we've developed a suite of services built with superior technology, support and security at their core. Today, we deliver Infrastructure as a Service, Disaster Recovery as a Service and Backup as a Service from some of the most secure data centres in the world, 30 metres below ground in ex-military nuclear bunkers. We back this up with unbeatable support from our team of handpicked experts. There's no such thing as 'above and beyond' for our engineers because they only work to one standard: to keep your systems running perfectly. Databarracks is certified by the Cloud Industry Forum, ISO 27001 certified for Information Security and has been selected as a provider to the G-Cloud framework.

