

CASE STUDY

LIMELIGHT PLATFORMS

Growing SaaS Marketing Company Ready for Explosive Growth

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Dave Workman, CTO at Limelight



limelight
live marketing platform

Key Benefits

- Limelight overcame technology bottlenecks associated with rapid growth.
- Automation allowed instant scaling of resources to meet demand.
- Removed in-house dependencies by moving workloads to the AWS Cloud.

Company Background

Limelight helps brands plan, build, communicate, and measure live marketing activities using a single, integrated platform. With locations in San Francisco and Toronto, Limelight is committed to helping customers drive ROI by delivering increased engagement, higher sales, and lower costs. Limelight's growing list of clients includes BMW, Scotiabank, Mercedes Benz, and more.

The Challenge

Limelight initially moved to the AWS cloud with the help of a consultant and controlled its own hardware in house, but managing those resources became very demanding. That prompted Limelight to look for a partner with the expertise to manage its critical infrastructures on an ongoing basis, maintaining optimal performance for its customers.

iTMethods started working with Limelight at a time when the company was ready to accelerate its growth. To do that, Limelight needed a secure, reliable, and scalable platform – features the AWS cloud is built to deliver.

Why AWS and iTMethods?

- **Limelight needed a partner who understood how to work with a growing business.** Whereas larger IT services providers presented procedural packages with high price tags, iTMethods offered plans tailored to the needs of a small – but growing – company, including flexible service and reasonable pricing.
- **iTMethods was ready to solve any challenge.** “One of the greatest things about iTMethods was their willingness to figure things out,” said Dave Workman, CTO of Limelight. “If we encountered a problem requiring an unconventional answer, iTMethods took the time to research solutions to help us address the issue effectively and efficiently.”
- **iTMethods was there at every step.** “What set iTMethods apart – and still does – was that they really cared about us,” said Dave. “For one of our major events, iTMethods both helped us set up and continued to monitor our progress throughout the weekend. They even kept in touch to make sure everything was running smoothly, really going above and beyond.”

The Result

- **With iTMethods’ help, Limelight overcame technology hurdles traditionally associated with rapid growth.** Architecting Limelight’s critical infrastructures in the AWS cloud guaranteed maximum security, scalability, and reliability.
- **Every component in Limelight’s AWS platform responds automatically to the needs of applications.** With a physical data center, components including routers, firewalls, switches, and load-balancers can all become bottlenecks. With the elastic nature of the AWS cloud, applications can be scaled up and down easily when they require more platform resources.

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About iTMethods

iTMethods is a leading Amazon Web Services (AWS) Consulting and Managed Service Partner helping customers deploy, automate, and manage their cloud infrastructure to realize the full value of AWS. We collaborate with our customers to help them optimize and secure their critical workloads 24/7. We help streamline code deployment with automation and DevOps.

Our customers are located across the world and range from software/internet services companies, enterprise and public sector organizations, leveraging AWS services globally.

iTMethods’ success is built upon our customer-centric partnership approach and high integrity culture. Our growing team of experienced professionals deliver a portfolio of innovation, market leading technologies, proven processes, and a consistent track record of customer success.

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