

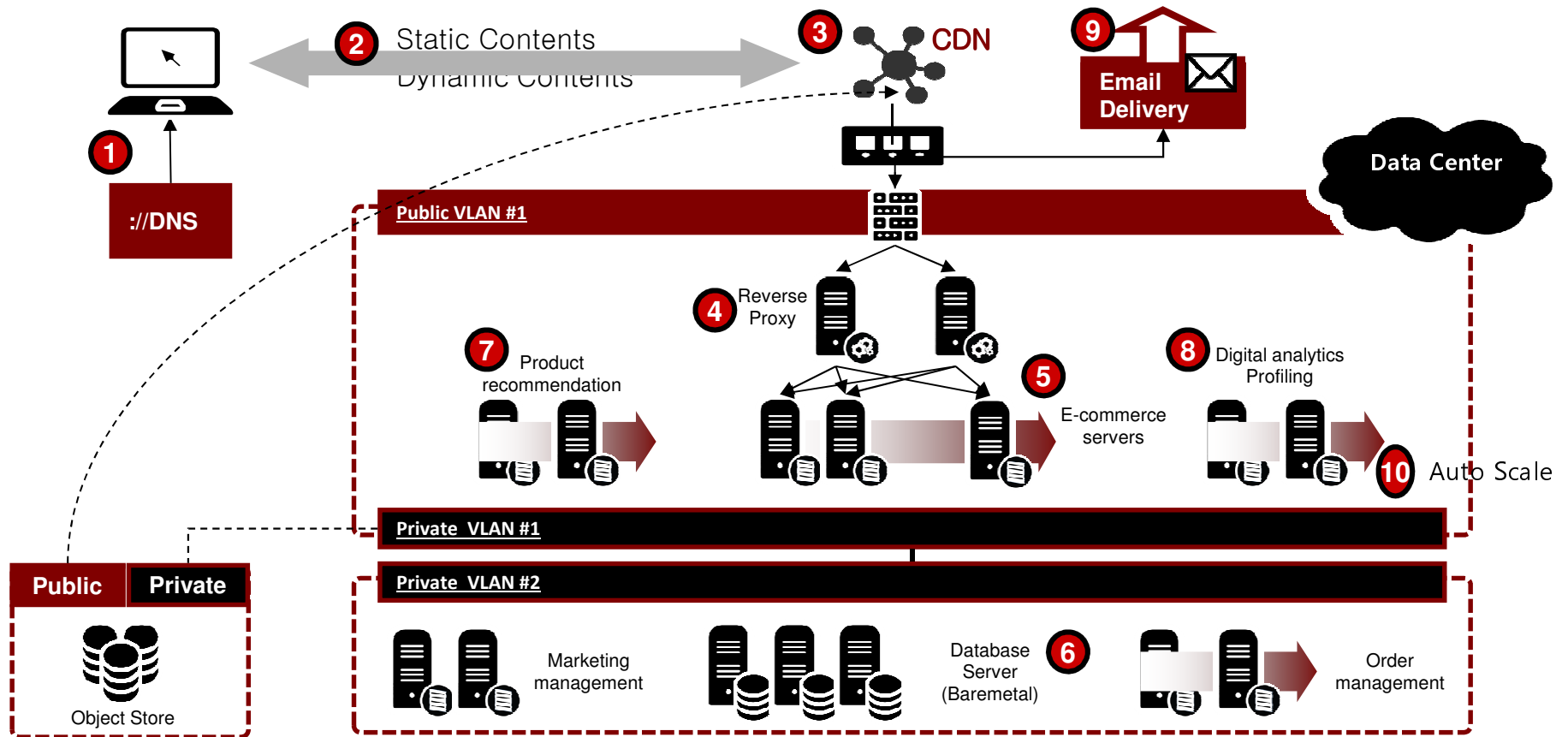
# RA06: Digital Marketing

## Architectural Points

- Scalable service
- System Security with firewall and VLAN

## Required Resources

- |                |                  |                        |                |
|----------------|------------------|------------------------|----------------|
| DNS            | CDN              | Load Balancer          | Firewall       |
| Virtual Server | Baremetal Server | Email Delivery Service | Object Storage |



1. **DNS service** provides domain name services. URLs for static/dynamic are registered in the DNS service
2. Request for **Dynamic Contents** are routed to the reverse proxy and related contents are provided by web/e-commerce servers.
3. **CDN service** provides caching services for static contents of web server and object storage.
4. **Reverse proxy** gets requests and dispatch them to appropriate e-commerce servers.
5. **E-commerce servers** manage the customer interaction end-to-end, including profiled content. Feeds interaction logs to digital analytics engine.
6. **Database servers** and 'back-office' applications are provisioned into separate private-only VLAN.
7. **Product recommendation** servers dynamically select offerings base on user behavior, profile and relevant campaigns.
8. **Digital analytics** servers dynamically collect user interaction information from multiple sources, develops profiles and provides performance insight
9. **Email Delivery** service sends mails to users which as requested by directed by e-commerce, order management and marketing applications.
10. **Auto Scale** provides automatic scale-out service for server groups with dynamic loads.