



INNOVEXA INNOVATION HIGHLIGHT



COMPANY OVERVIEW

Innovexa Solutions focuses on empowering organizations through digital transformation. The company helps businesses overcome challenges in selecting, implementing, and managing technology, making it easy and simple to understand. Innovexa specializes in connected digital experiences, content management systems, real-time marketing automation, custom technology solutions, and enterprise services integration.

LOCATION: TORONTO, ON

TECHNOLOGY



Data Centre and Cloud

COLLECTING CUSTOMER BEHAVIOUR - TOO MANY TOOLS

Gaining insights on customer behaviour can be a tricky process. With so many customer behaviour tools available on the market, businesses often choose more than one at a time. This may sound beneficial, but the more tools that a business uses, the more required expertise is needed. Automating these tools to work together isn't an easy process either. Most times, users have to jump from one tool to the next, collecting various data points from each platform or software.

IDC - A LOW-COST, ALL-IN-ONE PLATFORM

Looking to solve this issue, Innovexa created Innovexa Digital Cloud (IDC). IDC integrates many business tools and modules (including marketing automation, email marketing, content management, membership subscription management, e-commerce, e-learning, workflow automation, business analytics, etc.) into a single customizable dashboard. By looking at a single dashboard, IDC saves users both the time and effort jumping from one platform to the next and the time it takes to manually integrate each platform. Compared to other competitors, IDC runs at a lower cost making it available to small and medium sized businesses. Innovexa also uses machine learning to show users what data is most important, saving time digging through useless data.

SCALE TESTING TO INCREASE THEIR CUSTOMERS

Although Innovexa has received excellent initial traction with IDC, they needed to re-architect their platform to a Kubernetes deployment in order to serve an increasing number of customers in multiple regions across Canada, the US, and Europe. Coming to CENGN, Innovexa set out to benchmark IDC's performance if it were to run the anticipated customer growth. Innovexa were able to stress and chaos test IDC's individual API services to gain insight on how their platform works using multi-master Kubernetes clusters. Throughout the project, they were able to improve their product's functionality on a Kubernetes deployment and bring their platform closer to market launch.

“The CENGN team did a great job in assisting us - lending their expertise and technical skills to create an environment where we can run scalability testing and simulate real life scenarios.”

**Yousif Hassan, CEO,
Innovexa**



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