

# MEDIA

## If You Have a Taste for Adventure

Adventurous travelers have a trick to finding a cheap fare: Book a ticket to somewhere. The Airline picks your destination.

## At least 50% of all revenue received by Company will go to children charities

Over the following years I plan to spend this side of the business and to make a difference through my philanthropy.

Obviously, this completely redefines one hand this is making it work but on the other hand, I believe we have to focus on a quality product.

## Factors to Consider Before Going Global

International trade increases sales and offers a valuable way for business to grow.

LIVE updates Photo Exchange Rate Currency Data Global sources Simple

## EXCHANGE RATE

Percent Change in the Last 24 Hours

Money Transfer

## World Stock Market

We are creating a system where very talented creatives can develop their own style and share everything.

Some young talented kids come along who can take better images than me. I'll open her images and add cherry to it to regain the number one spot. An amazing photographer takes a photo in New York and uploads it. This night now here in Thailand and soon we'll

We are creating a system where very talented creatives can develop their own style and share everything. Some young talented kids come along who can take better images than me. I'll open her images and add cherry to it to regain the number one spot. An amazing photographer

Watch more news flash >

# Modernizing Media Buying Operations for Global Brands

Reengineering a legacy media management platform into a high-performance, scalable, and future-ready solution that enhances usability, real-time data sync, and operational efficiency across global media workflows.

## Overview

- Reengineered a legacy media management platform using Spring Boot and MongoDB for scalability and performance.
- Implemented real-time synchronization with external finance and data systems.
- Integrated New Relic for continuous monitoring and optimization.
- Improved grid load time and platform responsiveness, enabling faster media planning and higher user productivity.



## Client Profile

A US-based global ad-tech company providing enterprise-grade media management solutions to leading global brands. Their flagship platform supports large-scale media planning, buying, and reconciliation across platforms and channels.

## Challenges: Managing Performance and Scalability in a Legacy Media Platform

- **High Data Volume:** A single media plan could contain up to 15,000 line items, causing rendering and processing slowdowns.
- **Real-Time Sync Needs:** Required seamless data exchange with finance and research systems.
- **API Latency:** Several APIs exhibited slow response times, impacting user experience.
- **Data Discrepancies:** Inconsistent data between internal and external systems demanded manual reconciliation.
- **Legacy Stack Limitations:** Outdated technology hindered scalability, testing, and deployment.

# QBurst Solution: A Modern, Scalable Media Management Platform

We deployed a cross-functional team of developers, architects, testers, and DevOps engineers to rebuild the platform. The modernization transformed the legacy system into a cloud-ready, scalable solution that connects brands, agencies, suppliers, and ad-tech partners through a centralized workflow.

- Migration to Spring Boot for microservices-based architecture and maintainability.
- MongoDB implementation for flexibility and scalability with diverse data structures.
- Real-time sync strategies for external data and finance systems.
- Robust monitoring and optimization with New Relic, API tuning, and performance tracing.

## Technical Highlights

### Performance Optimization

- **Asynchronous Processing:** Shifted heavy data columns (e.g., research data) to async calls, reducing initial grid load time.
- **Background Services:** Offloaded non-critical operations to background tasks, improving responsiveness.
- **Grid Virtualization:** Reengineered grid rendering for large datasets without UI lag.

### Monitoring and Corrective Actions

- **New Relic Integration:** Real-time performance monitoring to detect and resolve bottlenecks.
- **API Tuning:** Indexing, batching, and caching to reduce response times.
- **Error Detection:** Automated tracing to identify memory leaks and database overhead.

## Data Sync and Integrity

- **Automated Validation Scripts:** Compared platform data with financial systems for consistency.
- **Checker Application:** Visual tool for quick discrepancy resolution.
- **Daily Sync Reports:** Automated alerts for missing or delayed updates.

## Impact

- **45% faster grid rendering** after implementing async data loading and background services, resulting in smoother navigation and faster plan creation for media planners.
- **Up to 60% reduction** in API response times through performance tuning, indexing, and caching improvements.
- **99.9% data consistency** achieved between the client's platform and integrated finance systems with automated validation and daily sync reports.
- **30% improvement in user productivity** due to enhanced UI responsiveness and automated discrepancy detection tools.
- **50% faster release cycles** enabled by the modularized architecture, CI/CD pipelines, and improved testing coverage.
- **Future-ready scalability**, with the platform now capable of handling **2–3x increase** in concurrent media plan loads without performance degradation.