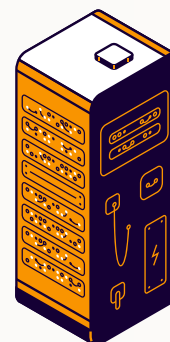




ENHANCING OBSERVABILITY AND EMAIL VOLUME MONITORING TO SUPPORT RELIABLE CUSTOMER COMMUNICATIONS

EXECUTIVE SUMMARY

SavvyMoney Inc., a leading financial technology provider, engaged Innovative Digital Transformation LLC (IDT) to improve the observability of its customer communication systems—particularly those tied to email delivery. The company sought to detect anomalies in the volume of outgoing emails from its applications to ensure prompt incident response and service continuity. IDT designed and implemented a custom AWS-based monitoring solution that provides real-time analysis of email volume, stores key metrics, and alerts relevant stakeholders in case of deviations. This solution now enables SavvyMoney to uphold the reliability of its outbound communication and respond quickly to service degradation.



THE CHALLENGE

Maintaining high-quality, uninterrupted communication with customers is vital to SavvyMoney's operations. The company identified a need to improve visibility into the behavior and volume of emails generated by its applications. At the time, there was no automated method to analyze or detect irregularities in email traffic, leaving the Email Marketing Group dependent on manual monitoring or delayed feedback from service disruptions. To strengthen observability, the company aimed to implement a solution that could:

- Automatically analyze the daily volume of emails sent by applications
- Parse relevant data and store it in a structured, query-able format
- Compare live metrics to predefined volume thresholds
- Notify responsible personnel in case of abnormal patterns or anomalies

"Ensuring timely and reliable communication with our users is essential to the way we operate at SavvyMoney. Prior to this project, we recognized that there was room for improvement in how we monitored outgoing email volumes and detected anomalies that could affect service quality or user experience.

The team at Innovative Digital Transformation (IDT) worked closely with us to design a targeted and efficient monitoring solution using AWS technologies. Their implementation gave us real-time visibility into email activity across our applications and the ability to respond quickly to any unexpected behavior.

Thanks to IDT, we now have a streamlined, automated system that supports our operational goals and reinforces the reliability of our communication processes. Their expertise and thoughtful approach made them a strong and dependable partner throughout this engagement."

Michael York
VP, Information Security and DevOps
SavvyMoney Inc.

IDT SOLUTION

Innovative Digital Transformation LLC developed a custom monitoring pipeline leveraging AWS-native tools to address SavvyMoney's requirements. The solution included:

- AWS Lambda to run serverless parsing and analysis logic on incoming email volume data
- Amazon DynamoDB to store parsed results and provide persistent access to historical metrics
- API Gateway and WAF to securely manage inbound data submission from SavvyMoney applications
- Comparison logic to detect deviations from expected email volume ranges
- Automated alerting functionality to inform the Email Marketing Group when thresholds are breached

The pipeline provides SavvyMoney with daily operational insights into its email behavior and enables the marketing team to respond immediately when unusual patterns are detected..

THE BENEFITS

With this solution in place, SavvyMoney has significantly improved its operational awareness and reduced the time required to detect and respond to email delivery anomalies. The system enables reliable monitoring of outgoing email volume across applications, helping safeguard customer communications. By integrating alerting into the workflows of the Email Marketing Group, the solution reinforces the company's commitment to proactive service reliability and customer engagement.



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