

## Case Study: SpinGo/Events.com Server Support



*Created by David McKillen, Basebuild, Inc.*

### Client Overview

SpinGo is a large-scale digital event management platform serving thousands of calendar embeds, partner tools, and promotional services across the U.S. With a sprawling microservice architecture and legacy systems in place, the company faced serious challenges maintaining system stability and performance during peak loads and frequent deployments.

### The Challenge

SpinGo's infrastructure was complex and under strain. A mix of deprecated systems (like "Engine" and "Q"), redundant data pathways, and fragile server dependencies introduced instability and inefficiency. Problems included:

- Crashes and stalls in key services like the Engine
- Data syncing issues between systems (e.g., Salesforce, venue records, approval queues)
- Overreliance on outdated record-processing flows with poor searchability and visibility
- Manual server and deployment workflows with high failure risk
- Inefficient use of AWS resources leading to inconsistent uptime and response times

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### Our Solution

- Basebuild stepped in as an external DevOps partner to audit, manage, and optimize SpinGo's AWS infrastructure. Key contributions included:
- AWS Infrastructure Optimization: Improved EC2, RDS, and S3 configurations; ensured redundant, scalable, fault-tolerant environments using AWS best practices
- CI/CD with Jenkins and Salt-Stack: Designed and maintained automated pipelines for staging and production using Salt-Stack for provisioning and Jenkins for deployment automation
- Monitoring and Recovery: Integrated CloudWatch monitoring, enabled automated instance recovery, and set up logs aggregation across services like Elasticsearch and RabbitMQ
- Environment Cleanup: Helped decommission unstable services (e.g., the "Engine") and consolidate functionality into the Q system to reduce confusion and system overlap
- Support & Stability: Ongoing server management, load testing, and incident response during large promotional campaigns

### Results

- 99.99% uptime achieved across all production-facing services
- Improved server response times during major events
- CI/CD pipeline cut deployment time
- Reduced engineering workload related to infrastructure, freeing devs to focus on features
- Salesforce and venue sync issues resolved, improving record integrity and reducing QA burden

### Why it Matters

With Basebuild's help, SpinGo transitioned from a patchwork of fragile systems to a unified, resilient infrastructure backed by strong DevOps automation. The platform scaled smoothly, operated with stability, and significantly reduced technical debt—unlocking better user experiences and more confident internal operations.