



**“Getting into the IBM Alpha Zone Accelerator was the best thing that happened to us as a startup company.”**

—Doron Tal, Cofounder, Articoolo

### Business challenge

When the pilot release of its innovative web content development platform resulted in an overwhelming surge of user traffic, Articoolo Inc. sought a more flexible, scalable system architecture.

### Transformation

Joining the IBM Alpha Zone Accelerator program, Articoolo launched its offering in a serverless IBM® Cloud Functions environment designed to easily scale for user demand. The platform incorporates IBM Watson® cognitive services to create a powerful enterprise solution for generating ideas and helping writers draft web content.



**Doron Tal**  
Cofounder  
Articoolo Inc.

## Business benefits

### Scales effortlessly

with event-driven Cloud Functions architecture to accommodate fluctuating demand

### Targets enterprise users

by working with an Alpha Zone Accelerator team to refine the service for large commercial customers

### Anticipates savings

in time and cost for companies adopting the Articoolo platform

# Articoolo

## Powering faster web content development in a serverless IBM Cloud Functions environment

Founded in 2014 and headquartered in Tel Aviv, Israel, Articoolo comprises a dedicated team of mathematicians, computer scientists, content writers and marketing experts focused on one vision: making web content development faster and more cost-effective. Based on a proprietary algorithm designed to mimic the human writing process, the company’s solutions include applications to help spark ideas, generate titles and create web content drafts.

## Solution components

- IBM® Bluemix®
- IBM Cloud Functions
- IBM Watson® AlchemyLanguage
- IBM Watson Visual Recognition

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