



Overview

The need

To host an innovative platform supporting collaboration between citizens and government entities in municipal projects, Mi Agencia needed flexible, highly reliable cloud infrastructure.

The solution

The business provisioned SoftLayer® virtual server infrastructure to launch its new solution, initially driving an urban repair initiative and scaling to support over 100 projects throughout Mexico.

The benefit

With the SoftLayer platform, Mi Agencia accelerates deployment by more than 50 percent, keeps costs low with on-demand infrastructure and backs its offering with a well-established brand.

Mi Agencia

Launches new offering and speeds time to market by over 50 percent with SoftLayer technology

Headquartered in Mexico City, Mexico, Mi Agencia creates monitoring and measurement platforms, websites, mobile applications, media strategies, ad word campaigns and brand management solutions. The company serves businesses and municipalities throughout Mexico.

Connecting government with the people

Mi Agencia envisioned an innovative, collaborative platform harnessing the power of cloud technology to address a vast range of municipal needs. “Our mission is to build a bridge between government and the people,” says Mi Agencia director Daniel Molina. “We wanted to support initiatives from urban repair to election monitoring with a platform for easily uploading images, measuring progress and reporting results.”

To extend its solution across Mexico, Mi Agencia needed flexible, highly reliable cloud hosting infrastructure. Additionally, the business wanted to team with a cloud provider offering a trusted brand that would appeal to potential adopters of the platform.

With powerful SoftLayer cloud technology, Mi Agencia launched its innovative solution, serving municipalities and users throughout Mexico and supporting more than 100 projects. “In addition to being an open source platform, SoftLayer had the price and performance we needed,” says Mi Agencia director Daniel Molina.



Powering urban repair efforts with cloud

Mi Agencia evaluated leading cloud solutions to identify the optimal hosting environment for its platform. “We looked at the Microsoft Azure offering, but SoftLayer offered the scalability, transparency and control we needed,” says Molina.

Provisioning virtual server infrastructure in the SoftLayer data center in Dallas, Texas, Mi Agencia launched its new solution, initially supporting an urban repair project in the city of Monterrey. “Users in Monterrey photographed and uploaded images of over 5,000 issues for the city to use in initiating and tracking repair efforts,” says Molina.

Speeding deployment and keeping costs low

With scalable, high-performance SoftLayer technology, Mi Agencia currently supports more than 100 projects, serving municipalities and users throughout Mexico. The company accelerates deployment with easy-to-provision SoftLayer infrastructure, launching new initiatives over 50 percent faster. Plus, Mi Agencia keeps costs low by deploying and paying for testing and development infrastructure on an as-needed basis.

By teaming with IBM, Mi Agencia backs its platform with a well-established global brand. “When I speak with potential customers, they’re very comfortable knowing their project will be hosted in a SoftLayer environment,” says Molina.

Solution component

Services

- SoftLayer®

For more information

To learn more about IBM Cloud computing solutions, please contact your IBM marketing representative or IBM Business Partner, or visit the following website:

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