



Customers Powered by Atomic Can Send 300,000 Action Cards with One API Call

Executive Summary

Built on Amazon Web Services (AWS), Atomic's secure in-app customer engagement platform is used by their enterprise customers to empower thousands of their end customers with powerful in-app actionable messaging and self-service tools. With deployments across verticals including banking, healthcare, wealth management, fintech, and grocery. Atomic has already seen a much higher response rate than conventional calls to action through outreach methods like email and SMS. This is because of the hyper-personalization, targeting, actionability, and security that its platform provides. Customers have reported significant benefits—like operational effectiveness gains by sending over 300,000 action cards with a single API call, messaging effectiveness, engagement uplifts, decreases in customer team workloads, savings on development resources, and improved end customer experience.

The Need for Fusion: Inefficient Data Utilization Meets Low Code Customer Engagement Platform

When a market need meets the cloud, there's often an explosive reaction that occurs, not unlike nuclear fusion. Almost five years ago, [Atomic](#) saw the need to address the gap between the customer data that organizations had, and their ability to leverage that through channels for meaningful end user engagement. Nick Hearn, Chief Revenue Officer at Atomic, explained, "We saw that organizations have these digital channels, but they were failing to interact and engage with their customers and end users in a significant way." That's when Atomic pivoted from its previous business to their current offering, an in-app customer engagement platform. Its low-code development platform and advanced native software development kits rip the cost and complexity out of shipping, tracking, and optimizing bite-sized interactive experiences. This translates to fully connected data, simplification of delivery, and prioritized customer communication.

In collaboration with



About Atomic

Atomic is a leading Software as a Service (SaaS) platform for sending timely, targeted, personalized, secure, and actionable in-app notifications to customers and end users. A leader in its field, Atomic's low-code customer experience platform enables rapid and secure in-app engagement, bringing product and marketing together and making it easy for customers to interact, transact and communicate.

Inside the Reactor: How it Works

A new client is onboarded through an [Amazon RDS](#) instance—that acts as datastore for customer configuration and platform analytics—alongside other infrastructure (in turn automated through [AWS CloudFormation](#)). [Amazon DynamoDB](#) is used as a datastore for "runtime" data or to store the Action Cards (the actionable in-app messages on the Atomic platform). Atomic also uses Amazon Dynamo DB's scalability with on-demand provisioning, to dovetail with the [AWS Lambda](#) functions that provides compute for functions that don't require an immediate response—for instance, the creation of the Action Cards, and writing platform analytics to Amazon RDS. AWS Lambda allows Atomic to use batching and concurrency to gain optimal performance from RDS, while [Amazon ECS](#) clusters provide the compute for functions needing an immediate response—like the APIs that power the Atomic application.

Building the Reactor: The AWS Foundation

When Atomic pivoted from a product targeted at consumers, to one developed for enterprise, they built an entirely new architecture. However, as Ross Kettle, Chief Technical Officer at Atomic said, "We basically threw away the old stuff but stayed on AWS. We tend to use AWS by default because of its inherent scalability, security, and reliability. It offers a range of tools for compute and data services for monitoring, securing our product, and logging. You could say that our business wouldn't have existed if we had to provision and maintain databases without RDS." AWS gave Atomic the confidence to build a highly scalable and secure solution that met the high bar required by enterprises, including financial institutions. Amazon RDS offered access to robust recovery processes, and AWS gave them high availability across regions, seamless backups—which are all enormous benefits for Atomic. "It's fair to say that a company like ours would've had to start with a lot more funding and people, if this wasn't a cloud-based, managed database solution. In fact, we have saved on hiring two full time employees because of operational savings and productivity improvements, thanks to AWS," said Kettle.

Powering Through: Securing the Future

With Atomic already on a roll, Hearn anticipates a busy time ahead. He spoke to the confidence in the AWS infrastructure stack being a key value proposition for Atomic's customers, "To be able to reference our AWS collaboration gives us a high level of credibility particularly with large enterprises because our customers require the most secure and high trust channels."

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