

# Customer Brief

# Digital Marketing Services

## Introduction

Locala, previously known as S4M, is the worldwide leader in driving consumers to stores and measuring results.

In 2017, Locala acquired a mobile display advertising platform and was looking for the best way to integrate it with its existing Fusio Ad Server product. They wanted to build a scalable, maintainable application and guarantee some evolvability.

“

*Thanks to Axon Framework and Axon Server, we could focus on the business logic and not worry about technicalities.”*

**- Laurent Thoulon -  
Senior Lead Engineer at  
Locala**

## The challenges

Locala started experimenting with command sourcing and event sourcing using pure Java code and Kafka. They wanted to use these tools to replace the existing monolithic application because it was hard to maintain and the costs were high.

In 2020, Locala began using Axon Framework and Axon Server in a new project with DDD, CQRS, and Event Sourcing as the architectural patterns.

Locala planned to build a platform to help companies drive high-potential consumers into their stores with focused targeting. They built this retail application with the Axon Stack to achieve a distributed environment that featured maintainability and scalability.

2ND ARR.



Passionné | Restaurant  
Gastronomique à Paris



Musée des Arts et Métiers



Frenchie  
seasonal cuisine



FOLIE-MÉRIC

de la République

Domaine National

ENFANTS-ROUGES

# The solution

Locala used the Axon stack and the expertise in the AxonIQ organization during the design and development of the solution.

## Technical benefits:

- Easy integration with SpringBoot.
- Annotation-based approach to command and event handling.
- Facilitates the integration between the main Locala application and multiple other microservices in a decoupled way.
- Event Modeling was used to design solutions before diving into the code.
- Axon Framework provides out-of-the-box caching and snapshotting.
- Axon Server Standard Edition allowed Locala to do a POC to validate their approach before going all in and upgrading to Axon Server Enterprise Edition.
- Axon Server Enterprise Edition offers Data Protection and High Availability.

## Business benefits:

- Locala could focus on the business and organizational aspects of their new digital marketing application and did not have to worry about the technicalities.
- A dedicated Slack channel for communication with the AxonIQ team allowed for confirmation and validation of answers to questions.
- During the different phases, Locala had access to the AxonIQ team on demand.

## Related Content

[Locala website](#)

[Locala presentation on AxonIQ Conference 2022](#)

[Locala blog post](#)

### Countries

United States, France, Belgium, the UK, Netherlands, Singapore, Italy, Canada, Mexico, and the UAE

### Industry

Digital Marketing Services

### Use cases

Digital Marketing Services Infrastructure

### Company size

Locala, 170+ employees

### Featured AxonIQ Products

**Axon Framework** for implementing DDD, CQRS, and Event Sourcing

**Axon Server Enterprise** for Message Routing, Event Store, Clustering, Scalability, High Availability, Disaster Recovery, Data Protection

## Contact us