

Astoria Company Moves Platform to the Cloud

Proprietary Lead Generation Tech Platform Migrates to Cloud Infrastructure

DUBLIN, CALIFORNIA, USA, March 1, 2018 /EINPresswire.com/ -- Astoria Company Moves Proprietary [Lead Generation](#) Platform to the Cloud

Scott Thompson, CEO of Astoria Company, is particularly excited about sharing the following news. "Currently running 21 campaign verticals, our new cloud-backed infrastructure allows us to continue to grow and capitalize on new opportunities without worrying about hard limits and fixed costs. This enables us to scale horizontally across many verticals using our proprietary API and real-time analytics dashboard."

Randall Box, CTO stated; "Astoria has been able to realize increased performance and cost savings by moving our mission-critical systems to the cloud. We have left the ball and chain of physical servers behind. The fluidity with which we grow, move and change our cloud server fleet allows us to constantly fine-tune our system's performance, efficiency and security."



The cloud offers so much more than servers. Using the dozens of available cloud technologies, Astoria can move workloads onto the dozens of available cloud services, freeing up server resources and increasing efficiency.

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Here are some advantages of Astoria's lead exchange platform made possible by moving to the cloud:

- The ability to scale compute and storage capacity on the fly to respond to increases in traffic load.
- No physical hardware to fail- in the event of a server error, a new virtual instance can be created immediately.
- Geographic redundancy- data is backed up across multiple availability zones and data-centers.

- Less downtime and changes for clients and partners-Endpoints are fluid and won't change when infrastructure

changes.

- Stay up to date- ability to take advantage of performance increases in the newest software because upgrades can be made with no downtime.
- Going Green- Astoria will scale resources up and down to match demand. No wasted hardware and compute cycles mean energy conservation is part of our plan.

Astoria Company owns a proprietary lead exchange platform for many B2C verticals which process over 50 million web and mobile leads per month as well as 200+ [pay per call](#) lead generation campaigns. See <http://PayPerCallMarketing.com>. In addition, Astoria powers websites for Domain Investors who care about maximizing profits and creating a successful online presence. At Astoria, we redefine how investors approach the traditional parked domain business.

Astoria Company is a three-time Inc5000 honoree for America's fastest growing privately held companies.

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