

Philip Morris México Virtual Coach

Develop a customized videoconference web platform in less than two weeks to provide virtual training to Philip Morris México customers

Due to the contingency, Philip Morris México had the need to continue being available to its clients in a virtual format, maintaining the highest quality standards.

The challenge was to have a simple to use and highly compatible tool in the shortest time possible, which would allow the team to communicate with their clients through videoconference.

Philip Morris México

Philip Morris México, a subsidiary of Philip Morris International, a leading company in the manufacture of tobacco products.

The company ranked No. 108 in the 2018 Fortune 500 list of the largest corporations by total revenue.

Philip Morris México is made up of more than 1,800 employees and they have a long tradition of innovation, production and commercialization of leading brands at the national and international level.

We seek to respond to the expectations of the adult smoker by providing the best product. This guiding axis has led us to be the leading company in México and one of the most important markets for Philip Morris International at a global level.



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Opportunities

The solution had to allow Philip Morris México to create **virtual training sessions** between its employees and clients on a given date from a front-end management application that could only be accessed by its employees

These sessions must take a **unique access URL** to invite attendees.

Video sessions must take place on a platform that is **compatible** with the largest number of devices and that does not require **any installation** by the client.

In the administration application, it should be possible to consult the list of accesses and exits of the guests to each of the sessions to know the duration of the videoconference and the punctuality of the company's employees.

Technical Solution

The defined solution is based on 5 pillars:

- Use the **Route53 + CloudFront + S3 stack** to host the two web applications.
- Implement an **API** accessible from the two web applications, using the Serverless framework, based on **API Gateway + Lambda**, which centralizes the management of **videoconference** sessions.
- Private API services will be authenticated using **Amazon Cognito**
- The API will manage the sessions by persisting them in **DynamoDB**.
- We use the **Amazon Chime** service for its simplicity, reducing the platform's **time to market**.

The entire infrastructure was defined using **CloudFormation** templates, which simplifies the replication of environments and the update of the different layers.

The deployment of applications and the infrastructure, versioned within **CodeCommit**, is executed using the services of **CodePipeline**, **CodeBuild** and **CodeDeploy**,

AWS Managed Services allowed us to build a robust solution in less than two weeks with just two developers



Architecture Diagram

