Fanly

Fanly asked 9Acts to help launch its fan platform on AWS. The aim was to be ready for live streams and sudden celebrity traffic before the first real user arrived. Security monitoring and round-the-clock support were already in place on day one.



Before

A public launch with live streams and sudden celebrity traffic, and no room for an outage.

After

Live on Amazon EKS with security monitoring and 24/7 support in place from day one.

About the Company

Fanly gives celebrities, athletes, and public figures a place to meet fans directly. People can watch live streams, react in real time, open exclusive content, join moderated communities, and request shoutouts. Senti'meter, Fanly's AI moderation layer, is built to catch negativity and misinformation while still letting useful feedback through. Fanly Communications India Private Limited is based in Chennai. As the product moved into sports and entertainment, it needed an AWS setup that could carry those live moments and still protect user data.

The Challenge

Fanly was about to launch in public, with press in the room. A live stream or a shoutout could send traffic up without warning, and there was little room for an outage or a security incident. Profiles, fan interactions, and media uploads needed protection from the start. The team also needed monitoring, logs, alerts, and a reliable way to ship changes.

Solution

9Acts and Fanly designed the AWS environment together, and 9Acts stayed on to run it.

Secure AWS foundation. Account structure, least-privilege access, guardrails, and the network were in place before any application workload went live.

Amazon EKS. Services run across multiple Availability Zones behind an Application Load Balancer, so the platform was highly available at launch.

Automated CI/CD. Builds, the container registry, and rolling deployments follow the same path each time, and a release can be rolled back.

Managed data and media. Amazon RDS Multi-AZ holds the core data. Amazon S3 and Amazon CloudFront store and deliver media.

Real-time demand. Amazon ElastiCache, Amazon SQS, and Amazon SNS take the load when activity spikes, so notifications and background work do not overwhelm the main application.

Security and governance. Amazon GuardDuty, AWS Security Hub, AWS Config, and AWS CloudTrail were turned on before launch. Together they cover threat detection, findings, configuration changes, and an audit trail.

Proactive operations. Amazon CloudWatch dashboards and alarms feed 9Acts monitoring, with thresholds and runbooks for 24/7 response. 9Acts still handles patching, scaling, security triage, and regular reviews of architecture, security, and cost.

Outcome

Fanly launched on a Multi-AZ setup from day one.

Security from the start. Threat detection, findings, configuration tracking, and an audit trail were already on before the first production user.

Releases you can repeat. Automated CI/CD replaced one-off manual deploys.

Ready to operate. Production opened with 24/7 monitoring, clear alerts, and incident runbooks.

Ready for a spike. EKS scaling, caching, and managed messaging are there for the bursts that come with a celebrity moment.

Room to grow. The same foundation can take on new sports, entertainment, and fan communities.

Talk to 9Acts about your AWS: contact@9acts.com · 9acts.com/contact