



# High Volume Transactional Whatsapp Messaging Solution

A Business Solution Case study





# Company Overview

It is a Market Research Company which provides stock and trading tips to their clients over SMS and whatsapp

# Challenges and Objectives

## Challenges

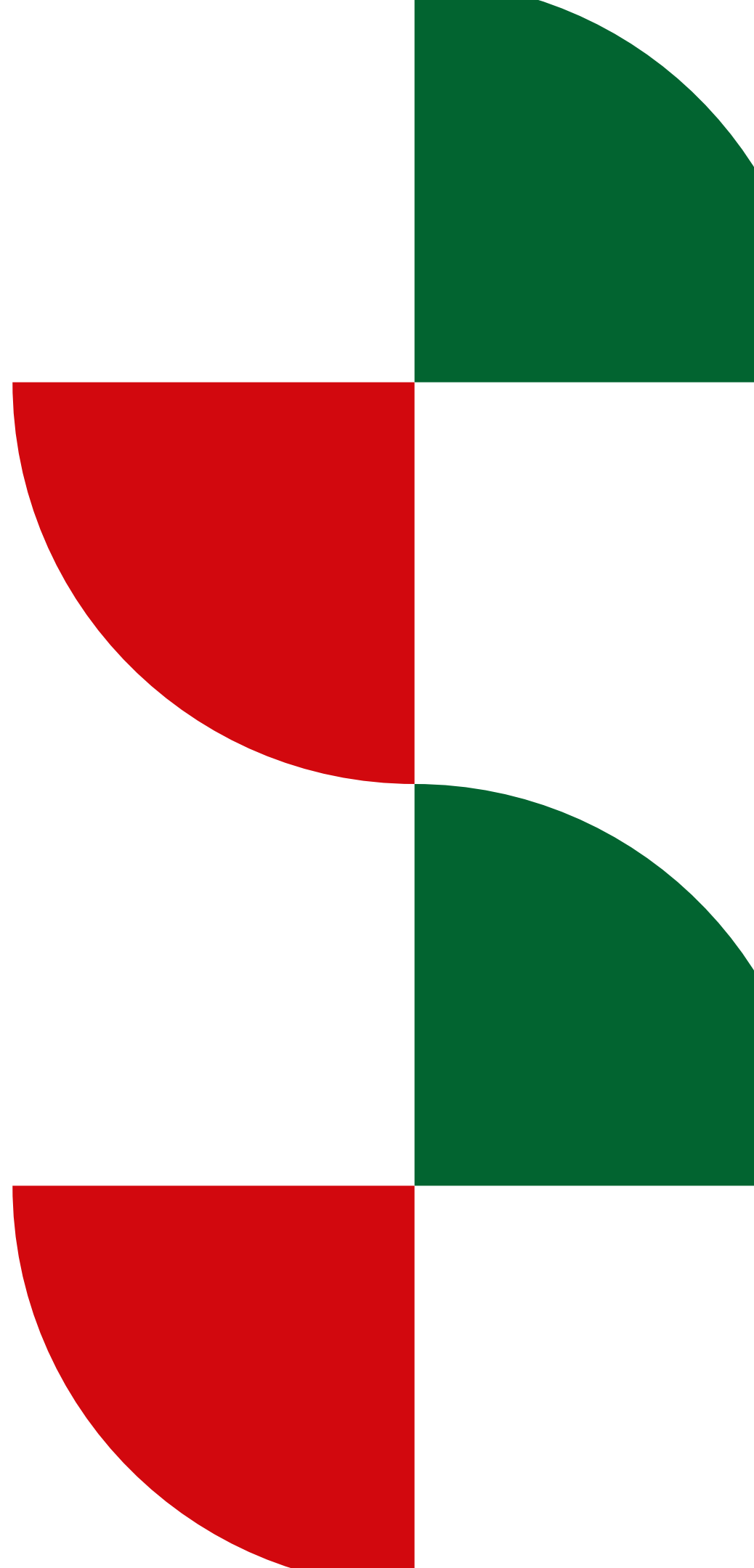
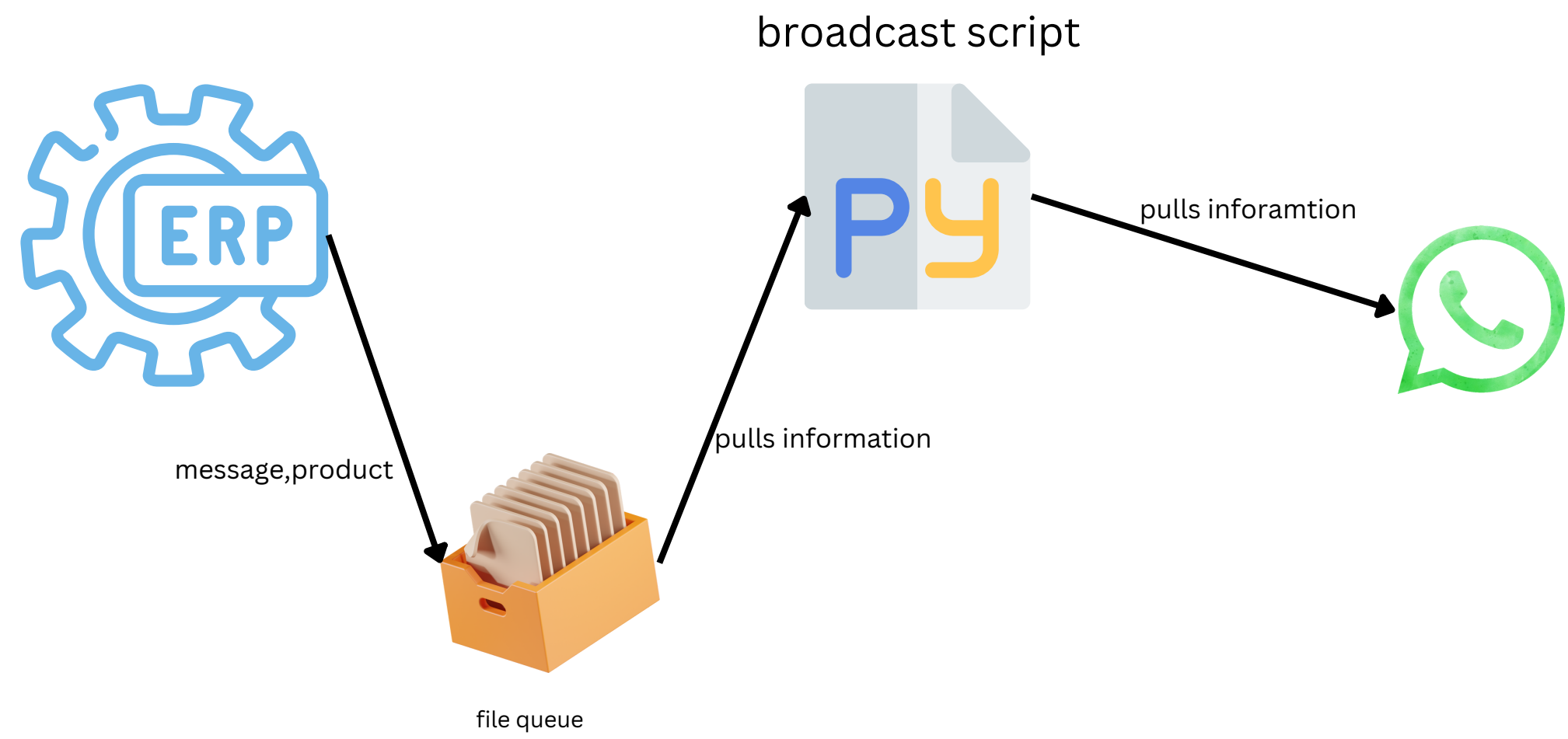
- SMS may get delayed sometime undelivered
- people are out of carrier network so need internet based solution
- sms does cost more .

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## Objectives

- send alerts using whatsapp to 10000s of customers at very high rate.
- need to reduce cost of operation

# Solution Design



# Solution Design - II

To overcome fast message delivery without creating long loop or expensive queing service , we built an internal file based queue system which holds uses r/w disk performance.

1. The ERP generates a message with message ID and client group .
2. The message is then stored in file in a document.
3. The document is read automatically by a script which detects the message and subscribers.
4. The scripts splits large number of subscribers into chunks and initiates threads
5. Each thread then calls the whatsapp API for message sending.

# Performance

	Before	After
Number of recipient per hour	5000	30000
Memory Consumption	1.5G	~500M
Cost	\$50	\$18

# Technology Stack





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