About Team Sports Admin

Team Sports Admin (TSA) is the #1 Online Sports Registration Software, giving coaches and organizers the freedom of time to do what they love by doing less paperwork and watching their bottom lines grow. Founded in 2012 in Seattle, WA, their goal was simple: give coaches and organizers the freedom of time to do what they love by doing less paperwork and watching their bottom lines grow. Tens-of-thousands of people are now using TeamSportsAdmin.com to automate tryout, team registrations and every function that is involved in running sports organizations

The Challenge

TSA aggregates several services: online signatures, payment security, and email deliverability to create the most simple, seamless, and secure experience in the marketplace. Tens-of-thousands of users leverage TeamSportsAdmin.com to automate tryout, team registrations, and every function that is involved in running sports organizations. Because TSA aggregated these services and functionalities across so many users, they faced some unique problems:
- Their application could not scale dynamically in response to traffic
- They were unable to add new features to utilize modern cloud architecture patterns
- The application was not highly available
- They faced very high application maintenance costs

The Solution

Neudesic planned and delivered a complete Application Modernization of the existing TSA application, leveraging the best-of-breed AWS components. This new platform was developed on a newer framework supporting asynchronous operations and providing optimal performance under the constraints of the system. A baseline architecture built on the principles of the AWS Well-Architected Framework, addressing the specific problems of dynamic scaling, high availability, and cost management. Additionally, Neudesic designed and developed an e-commerce and training module with the TSA application, all delivered on the AWS platform.

Why AWS

Neudesic took advantage of the following best-of-breed cloud architecture components, to deliver an innovative, reliable, and cost-effective modernized application:

- .NET Core for server side, supported by AWS Lambda
- AWS Lambda as the framework host for server-side
- S3 storage
- SNS for notifications
- SQS for queue management
- SES for email management
- AWS Cloud Watch for monitoring and alerting
- AWS Elasticache (Redis) Cache

The Business Outcome

A modernized platform delivered on AWS has provided the business with the ability to dynamically scale and perform to the specifications of an enterprise class application. The business has improved extensibility and ease of integrating newer features and modules governed by the demands of a growing business, including:

- Reduced time to onboard a new organization
- Reduce the total cost of ownership vs. legacy deployment
- Improved operational efficiency to host and maintain the system
- Allow tenants to license modules and pay by usage
- Ease of maintenance and supporting predictable release cycles