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Technical and Security Brief

Please contact your Account Manager
with any questions

AMIGO

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Introduction

Amigo is a managed innovation service for enterprise businesses.

This brief guide is intended for developers whose business teams are working with Amigo.

- Amigo delivers user experiences through a JavaScript tag that injects code into web pages.
- Amigo is invisible to customers.
- Generally, the only technical work we require from clients is the addition of our JavaScript tag.
- Amigo data is delivered into your existing analytical infrastructure.

Implementation

Amigo experiences are delivered via JavaScript tag. Code is loaded asynchronously to avoid affecting page speed. Code is loaded intelligently based on context, including: location, user cohort, date, A/B bucket and so on.

This way of loading means that multiple experiences can be run concurrently and experiences are easily internationalised.

Integrations

As standard, Amigo integrates with Google Analytics, Salesforce and ContentSquare. It can be extended to integrate with other data sources and destinations.

Security

- Our data stores (PostgreSQL) and primary application stack are hosted on Heroku (which sits on Amazon Web Services) and Google Cloud Platform. See Heroku's [security policy](#) and Google Cloud's [Trust and Security](#) information for further details. For reference, our databases are premium-tier.
- We also host a number of meta-services on Amazon Web Services ([security whitepaper here](#)), such as assets (static images in S3 & Google Cloud Storage). We occasionally use EC2 or GCP's GCE or GKE for ad hoc jobs.
- Amigo servers predominantly reside in the EU, with regional points of presence for app performance.
- Amigo uses modern cloud infrastructure and software tools are kept up-to-date with security patches (LTS versions are preferred).
- All Amigo endpoints support SSL ensuring the connection between server and client is encrypted.
- Amigo uses first-party cookies. This aids compliance with EU General Data Protection Regulation (GDPR). Amigo data resides in the EU. We can discuss regional storage if required by your regulator.
- Customer data is owned by the client and is not shared with anyone else. You remain the Data Controller. Amigo is a Data Processor.
- All data is encrypted at rest.
- Amigo is certified by the British Assessment Bureau as meeting the requirements of ISO 21001:2017 as a developer and provider of tools and technologies which facilitate the building and maintaining of complex marketing experiences within a business's existing web properties.



- We will delete your data from our servers at your request, including data about specific customers. We will delete your data if you terminate your contract.

Speed and Stability

The average tag response time is 90 ms with the 95th percentile being 150–250 ms. The median size of (these will vary by experience):

- load.js is 1 kB
- amigo-loader.js is 7 kB

- amigo.min.js is 30 kB

Uptime in the past six months was 99.99%. We offer an SLA with uptime and human response time guarantees. You can check Amigo's global response times at <https://status.amigotechnology.com>.

In the unlikely scenario that Amigo experiences downtime, the only things missing on your site will be content added by Amigo. **Your site's core functions will be completely unaffected.**

Data

Amigo integrates seamlessly with Google Analytics (and other client-side analytics platforms) by setting custom dimension values and emitting events. Amigo can also pipe data into server-side platforms.

Salesforce CRM integration is achieved via our native app. This can be used to assign customer segments within Amigo and offer different experiences accordingly.

Amigo has RESTful APIs, which can be used in addition to the JavaScript tag for integrating Amigo with existing systems.

Mobile

Amigo does not have an iOS or Android SDK but can inject widgets into webviews. Mobile Apps can consume Amigo's RESTful APIs. Amigo's features are therefore available off the shelf if your app uses webviews or to your App developers if not.

External Sites

Amigo can request access to 5 external URLs:

- tag.getamigo.io
- cdn.getamigo.io
- log.getamigo.io
- sc.getamigo.io
- tc.getamigo.io

Widgets may pull data from external sites where experiences require, e.g. Youtube or other video hosting services. You will always have control over this content.