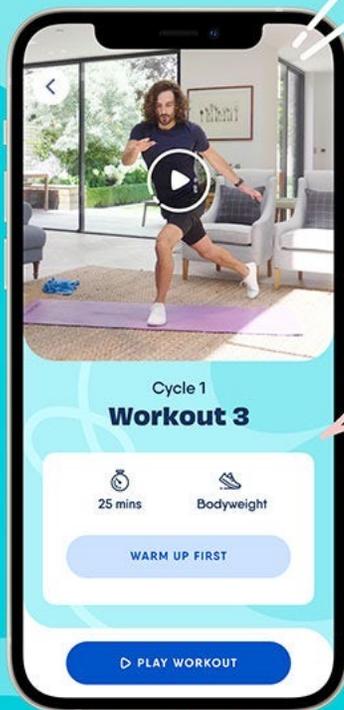
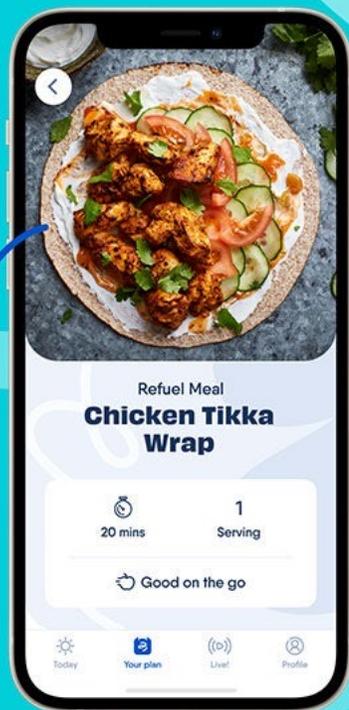


JUST AFTER MIDNIGHT

The Body Coach Case Study



The Body Coach App is a new digital-first fitness app launched in late 2020 by fitness trainer Joe Wicks MBE.

The challenge:

Due to the high profile of this launch, 100% successful app performance was mission-critical for both the Body Coach and ustwo (Digital Agency), as they were aware of the risk to public perception of the app and brand should they experience any critical issues. They turned to Just After Midnight as the only Advanced AWS Partner that specialises in 24/7 full-stack support for mission-critical digital platforms.

The solution:

Just After Midnight began onboarding the Body Coach app in the weeks leading up to the application launch, preparing the team for this critical time. Detailed runbooks were created for each moving part. Each API was detailed, as well as how to diagnose and resolve known and potential issues.

The result:

The result was a hugely successful launch with no technical issues.

Learn more: justaftermidnight247.com

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Brands that trust our support team

