

ArchySocial: Reference Architecture

Company: Architech d.o.o.

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Purpose: External Architecture and Product Documentation

ArchySocial Reference Architecture

Scope

This document describes the production reference architecture for ArchySocial for external partner audiences and captures:

- High-level data flow and interaction model
- Logical boundaries (Azure cloud, customer cloud, other cloud, on-premises)
- Azure services hosting and enabling the solution
- Reusable IP components
- User interfaces and exposed services
- Current Azure infrastructure inventory in tenant

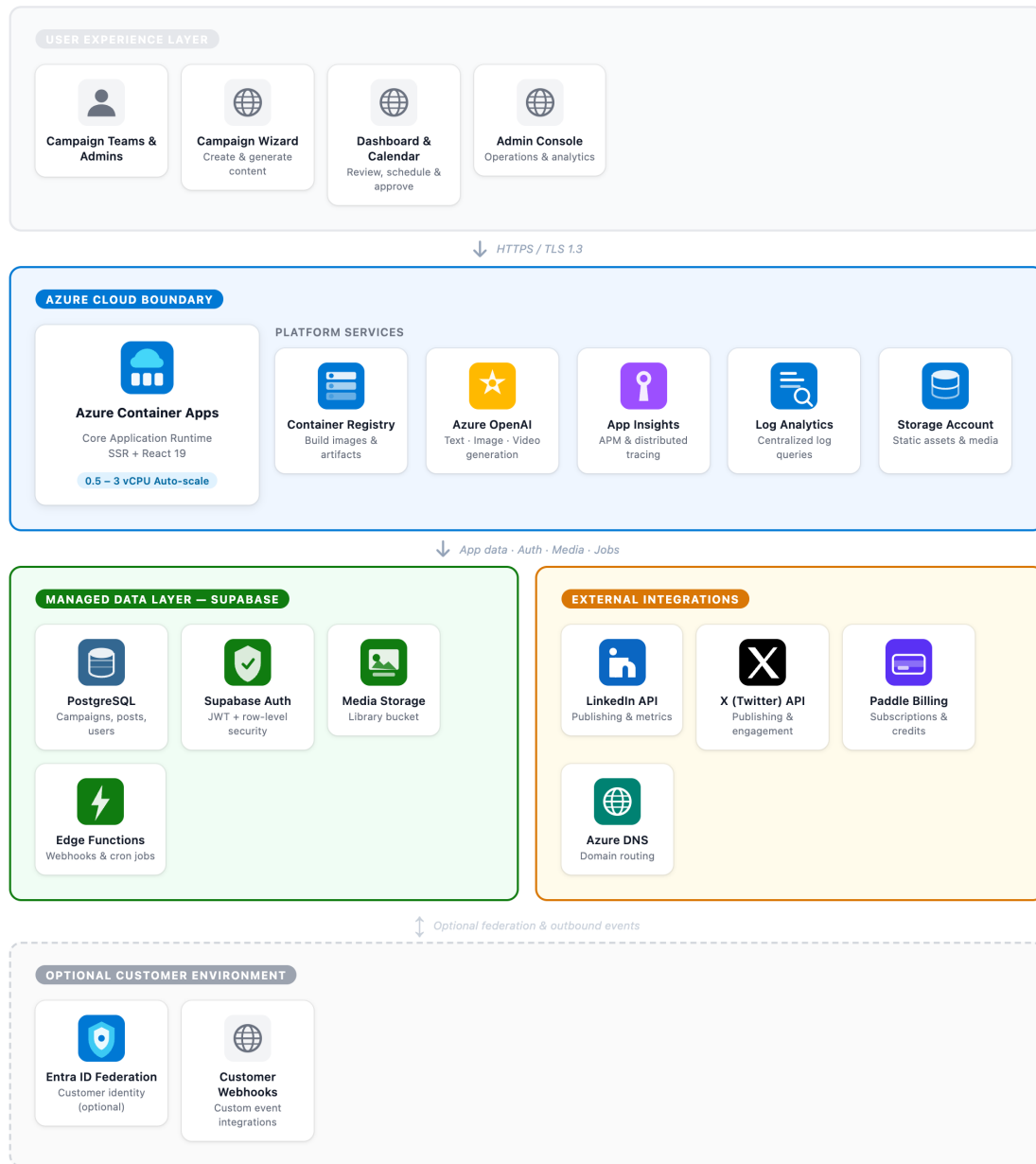
Reference guidance:

- <https://learn.microsoft.com/en-us/partner-center/referrals/reference-architecture-diagram>

1) High-Level Architecture and Data Flow

ArchySocial — System Architecture Overview

Azure Cloud · Supabase Data Platform · Social & External Integrations



Architecture Overview:

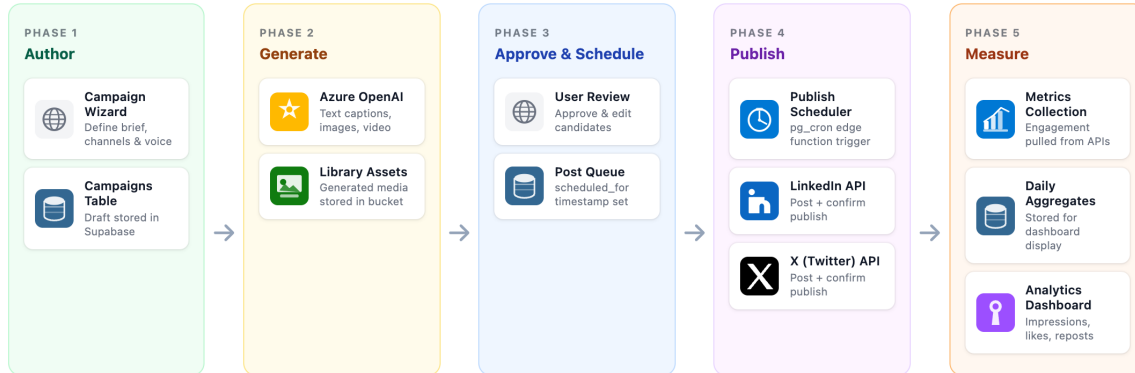
The diagram above shows the complete ArchySocial system architecture with four primary layers:

1. **User Interfaces** (top): Campaign Wizard, Dashboard & Calendar, Admin Console, Account/Billing
2. **Azure Cloud** (center-left): Runtime container, registry, AI services, observability, storage
3. **Data Layer** (center-right): Supabase PostgreSQL, Auth, Storage, Edge Functions
4. **External Integrations** (bottom): Social APIs, Billing, DNS, Optional customer systems

Campaign-to-Publish Data Flow

ArchySocial — Campaign-to-Publish Data Flow

End-to-end workflow from campaign authoring through AI generation, scheduling, publishing, and analytics



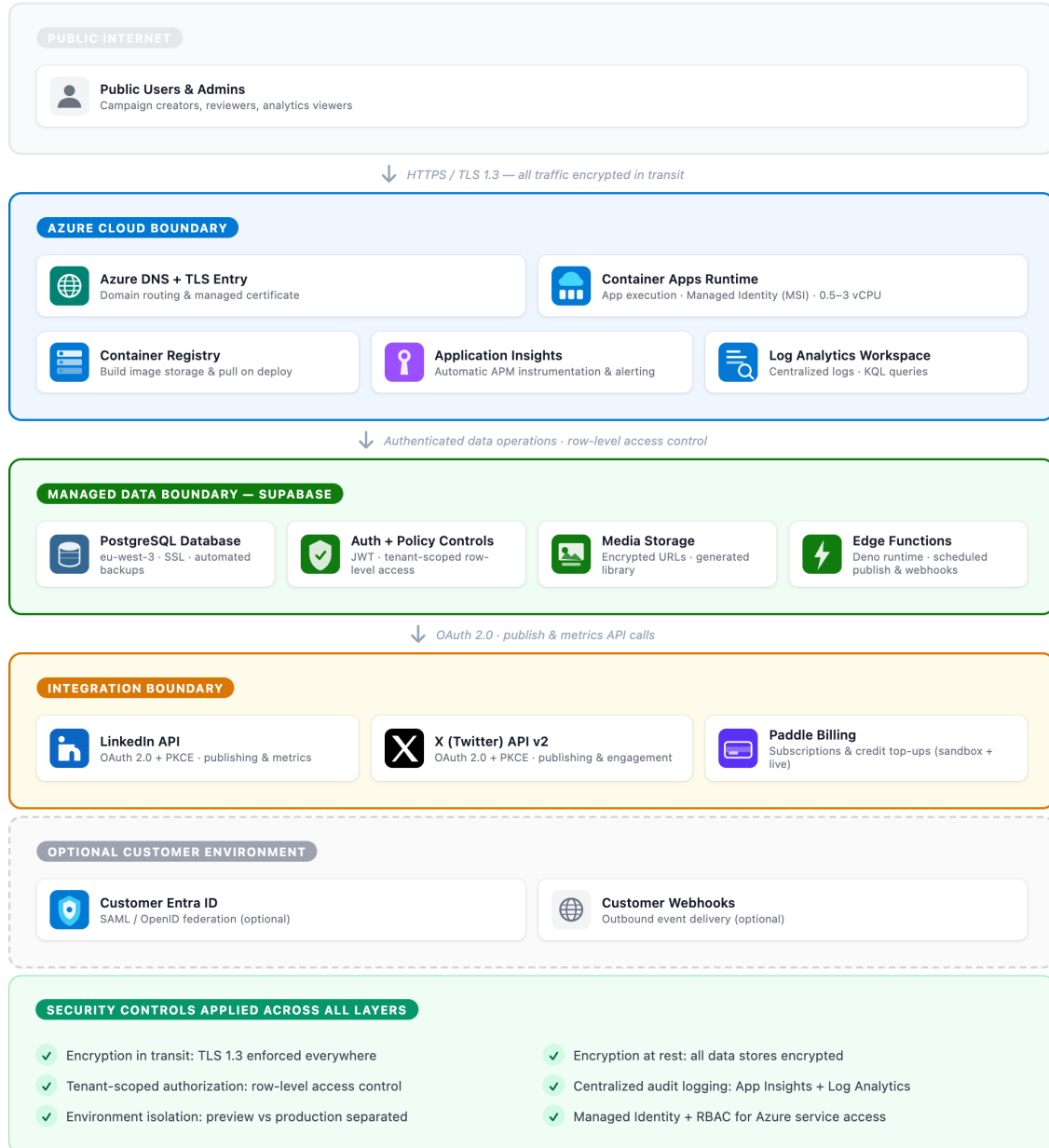
Data Flow Steps:

1. **Campaign Authoring** — Teams define campaign goals, channel mix, and timing.
2. **AI-Assisted Content Generation** — The platform generates candidate copy and media assets.
3. **Review and Scheduling** — Users approve drafts and schedule publication windows.
4. **Publish Orchestration** — Scheduled jobs publish approved content to connected networks.
5. **Delivery Tracking** — The platform records publish outcomes and retries failed jobs.
6. **Performance Ingestion** — Engagement metrics are collected from network APIs.
7. **Analytics Presentation** — Dashboards aggregate delivery and engagement insights.

Deployment and Security Boundaries

ArchySocial — Deployment Model & Security Boundaries

Trust boundaries, deployment layers, and applied security controls



Deployment Layers:

- **Public Access Layer** — Web users and administrators connecting over HTTPS.
- **Azure Application Layer** — Runtime, observability, and operational infrastructure.
- **Managed Data Layer** — Transactional data, media assets, and background processing.
- **Integration Layer** — Social networks, billing provider, and optional enterprise systems.

Security and Governance Summary:

- Enterprise-grade encryption in transit and at rest.
- Centralized authentication and tenant-scoped authorization controls.
- Least-privilege access patterns for runtime components and operators.
- Platform telemetry and auditability for operational oversight.
- Environment isolation across preview and production workloads.

2) Logical Boundary Definition

Azure Cloud Boundary

- Primary application runtime and deployment resources
- AI model consumption through Azure OpenAI
- Build artifact storage and runtime observability resources

Customer Cloud Boundary

- Customer-owned identity, business systems, and analytics destinations (optional integrations)
- Customer-managed social accounts and account permissions

Other Cloud Services Boundary

- Supabase managed data platform services
- Billing provider services
- Social network API platforms
- DNS/edge routing services

On-Premises Boundary

- No mandatory on-premises dependencies for core operation
- Optional enterprise integration endpoints can be connected via secure APIs

3) Reusable IP Code Identification

ArchySocial reusable IP includes:

- Campaign orchestration and publishing workflow logic
- AI prompt orchestration and generation pipelines
- Admin operations modules (analytics, error workflows, notifications, email workflows)
- Multi-network account and publishing abstraction layer
- Environment-agnostic CI/CD deployment assets and scripts

This IP is repeatable and deployable without per-customer source code rewrites.

4) Exposed User Interfaces and Services

User Interfaces

- Web campaign studio
- Scheduling calendar and dashboard
- Admin console operations workspace
- Billing and account management interfaces

Service Endpoints and Internal Operations

- Server functions and route handlers for campaign, media, and admin operations
- Scheduled publishing and workflow endpoints
- OAuth and callback endpoints for account integration

5) Azure Infrastructure Inventory (Queried 2026-05-25)

Data source: Azure Resource Graph query across all subscriptions in tenant context.

Tenant context:

- Tenant: 24bf2785-fab9-442a-8128-13c848c63978 (Architech d.o.o.)
- Primary subscription in use for this workload: 0ea46ef7-7a23-4706-89b1-0d6c3fc68708 (Archy Azure Sponsorship)

Resource group: rg-archy-social

Name	Type	Location	Subscription
ca-archy-social	microsoft.app/containerapps	swedencentral	0ea46ef7-7a23-4706-89b1-0d6c3fc68708
cae-archy-social	microsoft.app/managedenvironments	swedencentral	0ea46ef7-7a23-4706-89b1-0d6c3fc68708
mc-cae-archy-soci-archy-social-arc-0210	microsoft.app/managedenvironments/managedcertificates	swedencentral	0ea46ef7-7a23-4706-89b1-0d6c3fc68708
archysocialcr	microsoft.containerregistry/registries	swedencentral	0ea46ef7-7a23-4706-89b1-0d6c3fc68708
archy-social-insights	microsoft.insights/components	swedencentral	0ea46ef7-7a23-4706-89b1-0d6c3fc68708
workspace-rgarchysocialLWPB	microsoft.operationalinsights/workspaces	swedencentral	0ea46ef7-7a23-4706-89b1-0d6c3fc68708
archysocialmkt	microsoft.storage/storageaccounts	swedencentral	0ea46ef7-7a23-4706-89b1-0d6c3fc68708
swa-archy-social	microsoft.web/staticsites	westeurope	0ea46ef7-7a23-4706-89b1-0d6c3fc68708
Failure Anomalies - archy-social-insights	microsoft.alertsmanagement/smartdetectoralertrules	global	0ea46ef7-7a23-4706-89b1-0d6c3fc68708

6) Data Connection Matrix

Source	Destination	Purpose
Browser UI	App runtime	User actions, rendering, session-bound requests
App runtime	Supabase	Application data, auth, storage metadata
App runtime	Azure OpenAI	Content and media generation
App runtime	Social APIs	Post publishing and account operations
App runtime	Billing APIs	Subscriptions and credit lifecycle
App runtime	Application Insights/Log Analytics	Telemetry, diagnostics, alerting
Optional customer systems	App runtime APIs	Import/export and enterprise integration

7) Operational Model

- CI/CD pipelines build and deploy runtime images to Azure resources.
- Preview and production environments are isolated by branch/environment strategy.
- Observability stack supports runtime diagnostics and anomaly alerting.
- Secrets and credentials are managed via deployment environment controls.

8) Customer Tenant Variant (Optional Deployment Pattern)

When deployed to a customer-owned Azure tenant:

- Azure runtime resources (Container Apps, ACR, monitoring, storage) are provisioned in customer subscription/resource groups.
- Customer controls policy, networking, and identity governance.
- The same reusable IP and deployment topology are retained, with environment-specific secrets and endpoints.

9) On-Premises Integration Variant

For hybrid customers:

- On-premises systems remain system-of-record for selected domains.
- ArchySocial integrates through API gateways or secure connectors.
- No on-premises runtime component is required for core application execution.

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