



#SuccessStories: *Doe Arena Corinthians (2024)*

The Project



Campanha liderada pelo Grêmio Gaviões da Fiel Torcida;



Goal of mobilizing millions of fans to help pay off the stadium;



Fans who donate R\$ 100+ will have their name immortalized on a physical mural;

Promoted by celebrities with millions of followers, such as:



- Sabrina Sato (30M)
- Alessandra Negrini (6M)
- Matheus França (2M)
- MC Hariel (16M)
- Craque Neto (3M)
- among others



R\$ 700 million as a fundraising goal;



Infinite Cloud, along with Magalu Cloud, were the companies responsible for the site's infrastructure.

What we achieved in six months was historic, but we're just getting started. The Fiel showed that it has the power to transform and now we want to give back part of that in unique experiences for those who have supported us so far.

Alê Oz

President of Gaviões da Fiel

Big Numbers

2.5M+

simultaneous accesses during the launch¹

1.500+

PIX transactions per minute during the program "Os Donos da Bola" on TV Band²

900k+

donations made until September/25³

-12h

for preparing the entire server infrastructure & application migration²

¹ <https://ge.globo.com/futebol/times/corinthians/noticia/2024/11/28/campanha-para-pagar-estadio-do-corinthians-passa-dos-r-7-milhoes-nas-primeiras-24-horas.ghtml> (accessed on 21/09/2025)

² <https://jovemnerd.com.br/podcasts/nerd-na-cloud/a-vaquinha-do-corinthians-que-chegou-nas-nuvens> (16:35 playback - accessed on 21/09/2025)

³ <https://www.doearena.corinthians.com.br/acompanhe-doacao> (accessed on 21/09/2025)



The Challenge

High Availability

The site would need to be accessible 24/7, without downtime, as every minute offline would mean lost fundraising revenue.

Intense & Unpredictable Traffic

Thousands of users would access and navigate simultaneously, requiring fast loading and a smooth experience.

Simultaneous Transactions

Thousands of donations would occur in parallel, requiring consistency in records and reliability in confirmations.

Security

With high visibility, the platform would be susceptible to attacks, fraud, cloning, and similar threats, requiring enhanced protection.

The Solution



Horizontal Scalability

Traffic was distributed across multiple containers, allowing for efficient processing of millions of requests per minute.



Professional-grade Cloud Web Application Firewall (WAF)

Mitigated high-intensity DDoS attacks, blocked hacking attempts in real-time, and accelerated access to the site using an integrated CDN.



High-Quality Brazilian Data Center

Magalu Cloud provided exceptional uptime, ensuring stability to support large volumes of traffic and delivering low-latency connections.



Application Adaptations

Refined critical code components to minimize processing cycles, optimizing transaction flows for smooth execution.



Proactive Monitoring

Identified and resolved system and operational issues before they caused widespread downtime, ensuring service continuity.



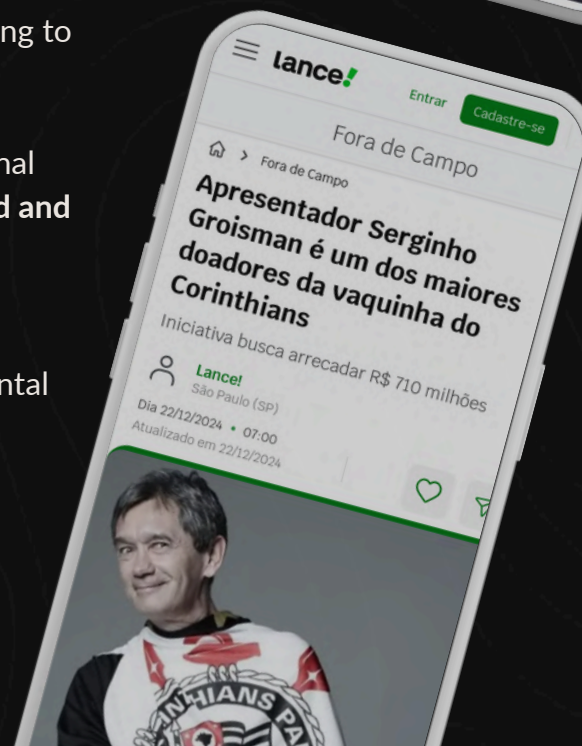
Monumental Challenges, Monumental Structures

From the outset, it was clear that the project would attract a significant crowd. The initial plan, however, was to build a simplified and vertical infrastructure, with a queue system to limit simultaneous access to 10,000 users.

However, the support for the project exceeded all expectations, highlighting the strength of the community. The website recorded a peak of **2.5 million simultaneous accesses**, equivalent to **over 1% of the Brazilian population** trying to access the platform at the same time.

In addition to the support from the team's ambassadors, celebrities and national authorities also endorsed the initiative, resulting in **over R\$ 25.9 million raised** and **578,000 donations** in just the first week.

To handle a volume of simultaneous users exceeding 10,000, Magalu Cloud contacted Gaviões da Fiel, offering to cover the costs of the necessary horizontal infrastructure to allow the deactivation of the queue system.



By around 6:00 PM on November 27, 2024, Magalu Cloud made available the 15 high-capacity servers requested by Infinite.

At 6:00 AM on November 28, during Black Friday and just 12 hours after the servers were deployed, the infrastructure had been fully rebuilt, and the website was migrated by Infinite's DevOps Consulting team. This allowed the platform to scale to support the high traffic.

In the "[Nerd na Cloud](#)" podcast by Jovem Nerd, André Fatala, VP of Digital Platforms at Magalu Cloud, shared this experience:

"A plataforma de e-commerce agora roda dentro da infraestrutura do Magalu Cloud. O parceiro de infraestrutura da Uappi assumiu a responsabilidade pela sustentação, incluindo o Northon, que foi fundamental nesse processo, e toda a equipe que desenvolveu a aplicação. Trabalhamos em conjunto, Magalu Cloud, a Uappi, que é dona da plataforma de e-commerce, e a Infinite Cloud, que gerencia a infraestrutura. Com a colaboração dos três, conseguimos realizar a migração em um tempo surpreendentemente curto."

With the optimized infrastructure on Magalu Cloud, the queue system was deactivated, and the website was promoted again during the TV show "Os Donos da Bola" on TV Band, reaching a milestone of over **1,500 PIX transactions per minute**.

For context, the Magazine Luiza website processed 1,600 transactions during the same Black Friday period, indicating that, in a single night, **Infinite's team built an infrastructure comparable to that of one of Brazil's largest retailers**.





The volume of transactions was so intense that the PIX system of the partner certified by Caixa Econômica Federal faced instability. This required intervention to restore processing and scale the transaction system.

Since then, the website has faced multiple DDoS attacks and intrusion attempts, all effectively mitigated by the professional-grade Cloud Web Application Firewall (WAF) implemented by Infinite's team.

By the conclusion of this case study, the campaign had **raised just over R\$ 40 million from more than 900,000 donations.**

The project quickly stood out as one of the largest digital mobilizations of fans in Brazil: a clear demonstration of converting passion into substantial financial support.

In this context, Infinite, in partnership with Magalu Cloud and Uappi's team, played an essential role in maintaining the website's stability and reliability, contributing to the success of the fundraising.

Beyond the numbers, the success lies in its symbolism: Corinthians demonstrated that, with the unity of fans, the club, and partners, it is possible to transform engagement into tangible financial impact.

The initiative not only raised millions but also strengthened the emotional bond of the fans with Neo Química Arena, their home.

