

Metamarkets Case Study: Interconnecting AWS & Google

Taking a multi-cloud approach to improve operations and reduce costs



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About Metamarkets

Metamarkets is the leading provider of interactive analytics for programmatic marketing. Customers such as Twitter, AOL and LinkedIn use the Metamarkets platform to drive their business performance through intuitive access to real-time information. As an independent analytics software provider, Metamarkets gives its users the ability to see what's happening in the media marketplaces where they operate and provides the high-speed processing power needed to gain a competitive edge.

Metamarkets' Promise to Clients Sets the Bar High

Metamarkets promises that their, "technology stack is built end-to-end for speed, flexibility, and the power to handle huge volumes of high-dimensional ad data with an exploratory interface that enables users to pose questions in various ways, get answers immediately, and uncover insights that standard reporting systems can't." They also claim that, "The world's largest programmatic platforms depend on Metamarkets to safeguard petabytes of their data and ensure that it's always available when they need it."

They then "up the ante" when they explain that their software, "wasn't created just for speed; it was designed to scale seamlessly. And when there are hiccups, it's built with redundancies to ensure it's accessible."

The Business Challenge

The Business Challenge

Having more than one connection to the internet from more than one carrier has been a standard practice for many, many years. If one carrier experiences an outage, work can continue using another.

Metamarkets' challenge was not a connection problem. To achieve their high standards they had chosen to use Amazon Web Services (AWS). Some problems had arisen, but they didn't realize how vulnerable their reputation for client service was until AWS experienced an outage that interrupted their services for several hours.

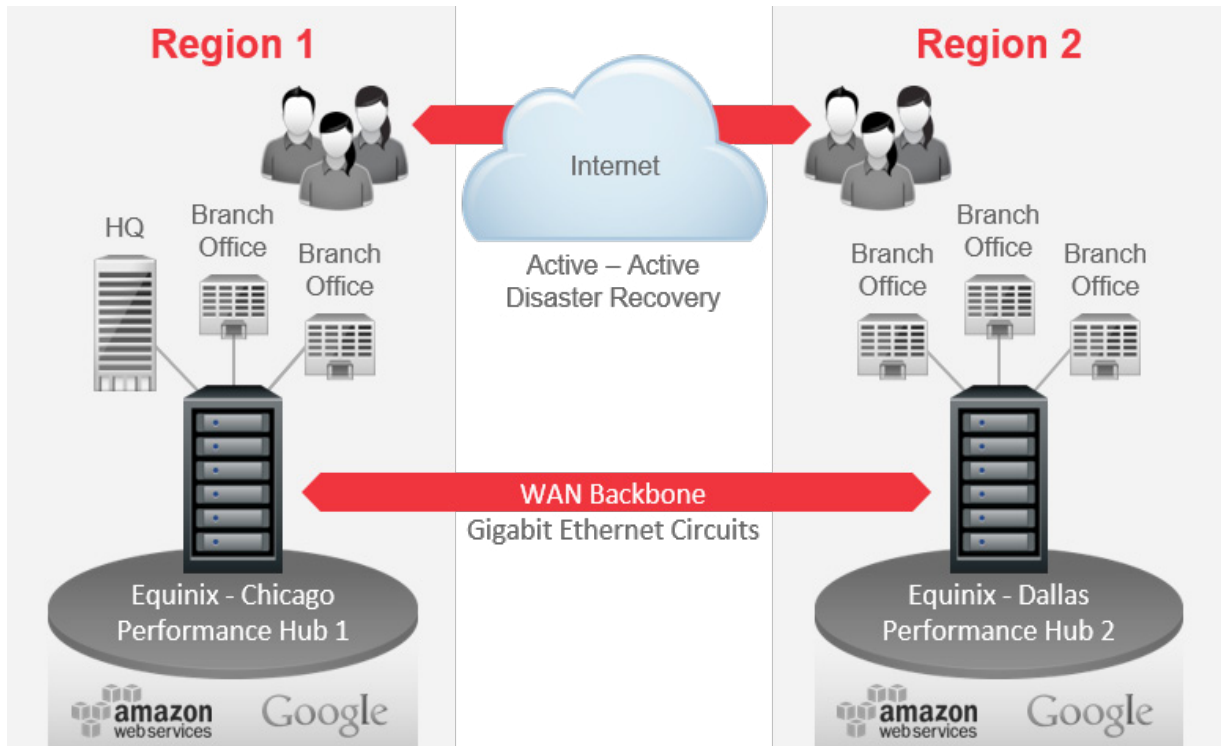
"Our clients use our service to serve their clients," explains Metamarkets Platform Engineer Himadri Singh.

We provide our clients with a Service Level Agreement (SLA) and they, in turn, have SLAs to meet with their clients." The AWS outage caused a significant lapse in their SLA.

The solution was obvious to Singh. The best way to assure continuous service in the event of another AWS outage was to create a multi-cloud solution such that failure at AWS would result in failover to the other cloud provider with no lapse in client service levels.

The Solution

Taking a Multi-Cloud Approach



While it was possible to create an on-premise solution using their own hardware to create a redundant solution between multiple cloud providers, Metamarkets had decided from the beginning to pursue a complete cloud strategy that would avoid the expense of owning and managing their own hardware.

As they began to discuss their challenge with other cloud providers, the folks at Google suggested that they speak with Synoptek about their Managed Performance Hub solution, which combines the world-class data centers and highest bandwidth connectivity available from Equinix with the most highly rated network management services from Synoptek.

From the outset, Synoptek's Managed Performance Hub met Himadri Singh's requirements. None of the hardware required to connect two major cloud providers together would have to be purchased by Metamarkets. Instead, Synoptek owned and operated the entire solution. Singh would later be even more impressed as Synoptek took only two days to deploy the entire solution.



Results Realized

This solution provided unmatched flexibility in that it provided access to 1,400 Network Providers and 2,500 cloud providers globally, including Amazon Web Services, Microsoft Azure, Google Cloud Platform, and IBM Softlayer.

This not only increased network performance by physically locating data nearest to the users who needed it, but also by enabling high-bandwidth connectivity using LAN cross-connects between public clouds, network service providers, data centers, and corporate offices which meaningfully increase performance and avoid thousands of dollars in network expenses for slower circuits.

Selecting to add Google as their second cloud provider allowed Metamarkets to easily mix public and private cloud solutions as they needed to without investing in any on-premise hardware. The possibility of future lapses in service to Metamarkets clients was all but eliminated.

“We were impressed with Synoptek’s expertise & delivery”

Not knowing exactly what to anticipate once AWS and Google were both supporting them, the Metamarkets team reports being very impressed in many important ways:

- ▶ They were impressed by the two-day deployment by Synoptek’s engineers.
- ▶ They were impressed with the response time from Synoptek on any inquiries.
- ▶ They were impressed with the cost savings realized by deploying the Managed Performance Hub.
- ▶ They were impressed by the way the Managed Performance Hub increased performance of their network and content delivery overall.
- ▶ They were impressed with how seamlessly the Managed Performance Hub failed over from AWS to Google and back. This was well beyond the level of reliability they were seeking!
- ▶ They were impressed with the tools available to them to monitor, evaluate, and manage a hybrid solution.

The combination of Synoptek working with AWS, Google, and Equinix provided the customer-satisfying reliability, and performance at a lower cost of owning, and managing on-prem.

Himadri Singh reports high satisfaction with the performance of the Managed Performance Hub solution, commenting that he expects to see performance increase even more as they take greater advantage of the included services. “We even got better performance on the network side from this multi-cloud solution,” explains Singh. “It is clearly architected for performance.”

Singh points out that Google recommended Synoptek, in part, for its broader selection of solutions. “We were impressed with how Synoptek works. Their response time is very good, we were really impressed with the response time of the engineers. They set the whole Managed Performance Hub service up in two days.”

Perhaps most important is the ability Singh now has to monitor, evaluate, and manage the performance of his new multi-cloud environment. “The Synoptek portal is very good, very helpful in running our tests,” reports Singh. “Without that I don’t know how we could evaluate the performance of the solution.”



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