# Tengi

Databarracks' case study

# DATABARRACKS PROVIDES 24/7 AWS SUPPORT TO MESSAGING PLATFORM

About Tengi

Tengi is a messaging app with a difference: every week users are entered into a free prize draw to win up to £1000. Funded entirely by advertisements, the company is committed to giving away half its revenue to users every week, and has awarded over £50,000 to winners since its launch in May.

## The Challenge

James Don, Head of Infrastructure at Tengi.

Messaging platforms operate in an incredibly competitive and saturated market. Tengi's impressive expansion so far is a product of two things: a highly compelling and differentiated value proposition, supported by robust infrastructure that has scaled perfectly with growth.

"One of the biggest challenges we face in acquiring new customers is overcoming their surprise (and occasional suspicion) of our business model. Some people think it's literally money for nothing, but Tengi rewards them for using the app by returning at least 50% of the advertising revenue. As such, fostering an image of legitimacy is absolutely essential, and presenting a flawless user-experience is one of the best ways to do that. That means our infrastructure is constantly one step ahead of our growth.

"My methodology when designing Tengi's infrastructure was to plan for the best possible outcome – to anticipate huge uptake among customers and have the infrastructure able to cope with that already in place. AWS makes that attitude viable." James' outstanding technical knowledge was the driving force behind Tengi's stable growth to meet increasing customer demand.

However, as the infrastructure scaled, so did the associated monitoring and support tasks.

"Delivering near 100% uptime is possible with AWS, but not easy – monitoring the environment is a full-time job in itself. Actually, it's around 6 to 10 of them to maintain true 24/7 coverage, including holidays and absences. There's no way we could afford that capital outlay as a startup; we have to work lean, and, to cut a long story short, that meant it fell exclusively to me at the beginning."
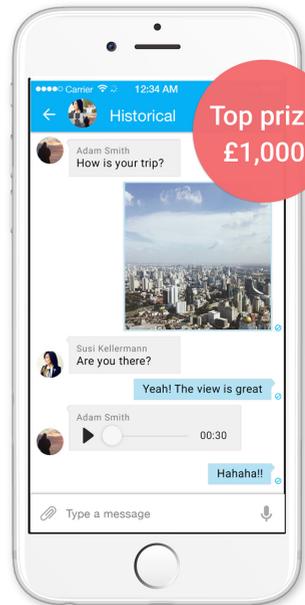
## The Solution

After a period of managing and supporting Tengi's infrastructure by himself, James began searching for a technology partner to monitor his mission-critical systems 24/7, with a particular focus on out-of-hours coverage.

"In order to deliver IT to that standard, I knew I needed a partner I could trust. Databarracks had the credentials and demonstrable expertise to earn that quickly. They have a strong heritage in technical support and that shone through immediately – both their ISO compliance and their internal processes suggested technical excellence.

"The great thing with AWS is that it doesn't really matter if things fail, so long as you've built in alerts and automated responses to handle them.

# "With Databarracks' support, I can ensure Tengi delivers a consistently great service."

With policies covering things like Auto Scaling and load balancing, it's not an issue if an app server goes down. What's important is the alerts are graded and someone is always monitoring them."

## The Benefits

James can now rely on the Databarracks support team to monitor Tengi's AWS environment round the clock.

"I've been designing and running infrastructure for a long time. My background is in healthcare, where even small blips in availability or continuity can have potentially life-threatening consequences. Failure might not be life-or-death at Tengi, but I still hold my infrastructure to those rigorous standards.

"Consistency is the price of credibility, and it's essential in such a competitive space. Between AWS' resources and Databarracks' support, I can ensure Tengi delivers a consistently great service to customers without losing any sleep.

"It's an iterative process. At the start we didn't know what a "healthy" environment would look like for us.

**Databarracks**

"Having someone on hand to proactively monitor alerts means I can always stay in the loop and refine the policies, metrics and thresholds needed to keep things running smoothly.

 "Honestly, the biggest impact the service has had on my life is peace of mind. I recently took my first couple of days off in 4 years. Between Databarracks and my development team, I know there are the checks, balances and expertise in place needed to resolve issues as they happen."

## About Databarracks

Databarracks is the UK's specialist business continuity and IT disaster recovery provider.

In 2003, we launched one of the world's first true managed backup services to bring indestructible resilience to mission critical data.

Today, we deliver award winning data and continuity services from some of the most secure data centres in the world, 30 metres below ground in ex-military nuclear bunkers, supported 24/7/365 by our team of handpicked experts.

We make enterprise-class continuity, security and resilience accessible for organisations of all sizes.

0800 033 6633
contact@databarracks.com
www.databarracks.com