

Databarracks provides 24/7 AWS support to messaging platform

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

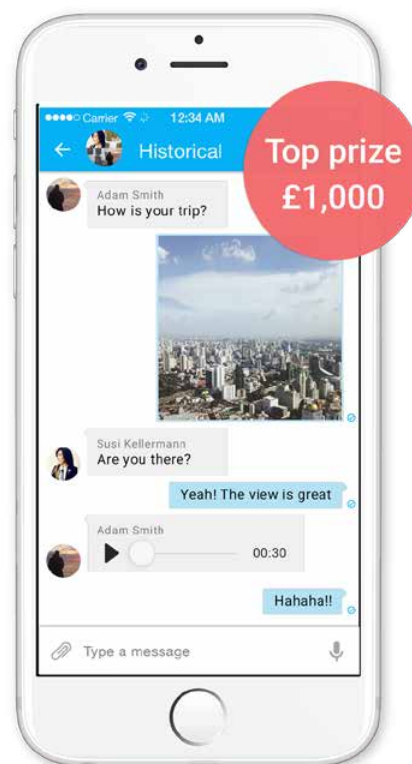
Messaging platforms operate in an incredibly competitive and saturated market. Tengi's impressive expansion so far is a product of two things: a highly compelling and differentiated value proposition, supported by robust infrastructure that has scaled perfectly with growth.

“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 Don, Head of Infrastructure at Tengi

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.”



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James Don – Head of Infrastructure

The Solution

After a period of managing and supporting Tengji'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 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."



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James Don – Head of Infrastructure

The Results

James can now rely on the Databarracks support team to monitor Tengji'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 Tengji, 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 Tengji 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. 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."



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Databarracks provides the most secure and supported, award winning cloud services in the UK. In 2003, we launched one of the world's first true managed backup services to bring indestructible resilience to mission critical data. Since then we've developed a suite of services built with superior technology, support and security at their core. Today, we deliver Disaster Recovery as a Service, Backup as a Service and Infrastructure as a Service from some of the most secure data centres in the world, 30 metres below ground in ex-military nuclear bunkers. We back this up with unbeatable support from our team of handpicked experts. There's no such thing as 'above and beyond' for our engineers because they only work to one standard: to keep your systems running perfectly. Databarracks is certified by the Cloud Industry Forum, ISO 27001 certified for Information Security and has been named as a "Niche Player" in Gartner's 2015 Magic Quadrant for DRaaS.

