



Smule

CASE STUDY



DIGITAL REALTY



Smule empowers 25 million humans to make music together every month.

Given its rapid growth, Smule needed to locate a datacenter provider that offered all of that, plus the ability to move as fast as their business. If a special event or promotion was going to make usage soar, the company needed to be able to say, I need to have five more racks up right away and have confidence it would be so.

The Challenge: Build an affordable, reliable, scalable backend solution

Smule required a backend solution that could deliver the great experience that it promises to its fast growing community of users—and in a cost-effective manner. When Parker Ranney joined Smule in the top operations spot, his first move was to get the company out of the expensive managed cloud that was then its home and into a down-to-earth data center. Smule shopped for a secure, impeccably managed data center facility with a large



menu of network providers and a stable of remote hands for troubleshooting problems. They wanted a datacenter partner with a great track record for uptime, disaster recovery, and resiliency.

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The Solution: Digital Realty datacenters on both coasts

Choice locations for serving a global business on a budget

Smule found the datacenter homes it needed, first at 365 Main in San Francisco and later at Digital Realty's Ashburn, Virginia location. Each facility not only provides better presence in the United States but to Europe and the Pacific Rim as well. These facilities provide the build out to support

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The Internet promised users three things—instant access, 24/7 availability, and that nothing will ever go away. Turns out, these promises are breathtakingly hard to keep. Having Digital Realty as our data center provider gets us as close as possible to that goal.

- Parker Ranney, VP, Operations at Smule

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The Company

Smule is a music community platform experiencing hockey stick growth. Founded by a technologist turned musicologist, its orchestra of apps aim to make music a joyous community activity in ways not experienced since recording technology separated the professionals from the rest of us. Every day, people all over the world upload 2.5 to 3 terabytes of music created and shared using Smule apps.

These include:

- Sing! Karaoke
- Guitar!
- Magic Piano
- Ocarina
- AutoRap
- MadPad

Objectives

- Securely and reliably meet Smule's large and fast growing connectivity needs
- Contain datacenter costs though leasing space while maintaining control over their hardware requirements
- Be able to scale fast in response to spikes in usage and rapid company growth
- Enjoy a wide choice of network providers and remote hands capabilities

Solution

- Digital Realty facilities in San Francisco, CA and Ashburn, VA

Results for Smule

- Dramatic reduction in data center costs
- Ability to expand datacenter presence at lightning speed
- Broad connectivity choices
- Virtual dark fiber network now connects data centers for reliable high speed and high volume data transfers



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Almost every top tier data center I've worked with in the last fifteen years is completely bogged down in red tape. Digital Realty eliminates the hurdles and just gets the job done. That's why we keep coming back.

-Joe Renghini, Director of Datacenter Operations at Smule

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uninterrupted service to Smule's over 25 million monthly active users. By leasing data center space and owning data center equipment, Smule has been able to reduce operating expenses and free up resources for future growth.

Leverage over power costs

The size of Digital Realty's global footprint, with more than 28 million sq. feet of data center space worldwide and more than 1000 customers, gives it the clout to secure a very favorable cost of power for its customers. This, coupled with DLR's scrupulous attention to power availability, lets Smule operate with confidence, knowing the resources will be there to serve their community.

Start-up class agility with a seasoned, top tier vendor

At Digital Realty, the Smule team enjoys being treated as if they were the biggest and most important client in the portfolio. DLR personnel routinely go the extra mile to help Smule be ready for surges in traffic. They remove roadblocks and cut through red tape to facilitate rapid expansion—all in a world class data center environment.



Digital Realty provides the secure, scalable backend solutions that keep the global campfire burning

About Digital Realty

Digital Realty Trust, Inc. supports the data center and colocation strategies of more than 1,000 firms across its secure, network-rich portfolio of data centers located throughout North America, Europe, Asia and Australia. Digital Realty's clients include domestic and international companies of all sizes, ranging from financial services, cloud and information technology services, to manufacturing, energy, gaming, life sciences and consumer products.

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