

Online Media Company Speeds MySQL Replication by 7X with CloudOpt CloudOptimizer™

The Lay of the Land

An online media company provides Internet and mobile marketing campaigns to customers with data located in the cloud—specifically in Amazon S3. Naturally, the customers need and expect to access their data quickly. For a while, this was no problem. The company used a MySQL database to provide specialized content to individual customers who accessed the data online. The company diligently replicated the database within the region that they and their customers were using, US-East. Business continuity was maintained, customers were happy, and all was good in the world, until...

The Problem

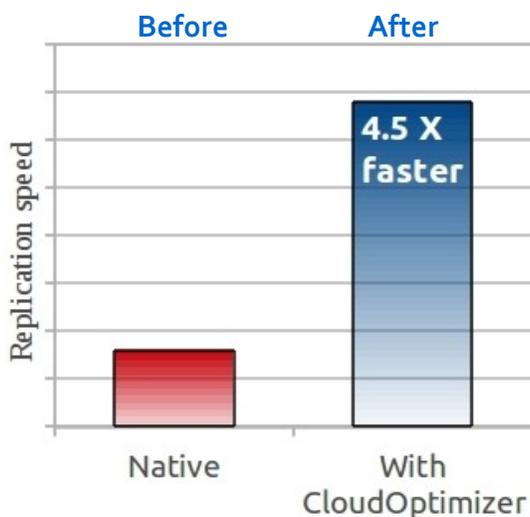
...The company expanded beyond its local region.

Suddenly, the company started getting complaints from customers about slow access to their data. Some quick analysis revealed that the customers having problems were all located on the U.S. west coast. Ah, the old problem of network latency—the farther away you are from the content, the longer it takes to get it to you.

Initially, the company considered using a Content Delivery Network (CDN) to move the data closer to the customers, but that would be too expensive and their data is dynamic. Since they already liked the flexibility of using the cloud, they decided to replicate the data in two additional regions, which would cover all their customers' geographic locations. Problem solved, right?

WRONG.

MySQL Replication Improvement



It didn't take them long to realize that the same latency that caused the initial problem also made MySQL replication between cloud regions slow. Customers were left with slow data access.

The Solution

Not wanting to abandon their cloud initiative or rewrite their existing application architecture, they started looking for solutions that could help them accelerate data within the cloud and, luckily, found CloudOpt.

Summary

Problem

- Network latency
- Slow MySQL Replication
- Slow data access

Solution

- CloudOpt CloudOptimizer Virtual Appliance

Business Benefits

- Faster app performance
- Reduced bandwidth use
- Meeting SLAs
- Business continuity

CloudOpt helped the company accelerate MySQL replication across cloud regions by using CloudOptimizer—CloudOpt's cloud ready virtual appliance. The solution was easily deployed and integrated with their existing application.

**71% bandwidth savings
on MySQL replication
across cloud regions**

The Technology

CloudOptimizer uses optimization techniques like advanced data deduplication that allows data to be transferred at LAN-like speeds. CloudOptimizer provides the most benefit in situations where there is high latency and large data sets.

Security

After initial testing and cloud verification with CloudOptimizer, the company was also able to take advantage of CloudOptimizer's secure encryption of data in flight. This enabled them to encrypt the data being transferred without the extra costs and complexity of setting up a VPN.

CloudOpt & RightScale —A Winning Partnership

The company automated the deployment of their solution by using RightScale Server Templates to easily deploy their MySQL servers at the same time as CloudOptimizer.

Results

Now, they are getting over 71% time and bandwidth savings on their MySQL replication across cloud regions. As a bonus, CloudOptimizer also accelerates their csync2 synchronization.

The company's CTO said, "With CloudOptimizer and our RightScale templates we can deploy across a multi-cloud architectures with the click of a mouse. This will give us the flexibility and agility to deploy new applications at a moments notice so we can focus our efforts on new application development as well as meet our customers performance expectations."

CloudOptimizer is also helping the company adopt new customers faster by offering a service that transfers customer's data directly from their enterprise to the cloud. Transfers that previously took a day or more, now finish in a fraction of the time.

CloudOpt Partners:



RIGHT SCALE®

Resources

[CloudOptimizer MySQL acceleration demo](#)
[CloudOpt MySQL solution page](#)

About CloudOpt

For more information about accelerating MySQL replication and other solutions please visit us at www.cloudopt.com