

## Socialbomb Success Story



Socialbomb is at the epicenter of the social media explosion. Its expertise is in fusing social networks and traditional markets with explosive results.

“As a company, we’re half agency and half technology platform,” said Adam Simon, Chief Creative Officer and co-founder of NYC-based Socialbomb. “We connect customer’s phones, set-top boxes, computers and other devices to their friends and things they love.” For example, when HBO wanted a fresh social media tie-in for the Blu-ray release of its hit series True Blood, Socialbomb built the first BD-Live™ app that allows users to share scenes directly from the Blu-ray disc to their Facebook and Twitter feeds. Other market-leading clients include BBDO and Technicolor.

### ENVIRONMENT

- Joyent SmartMachines
- Zeus Load Balancers
- MySQL SmartMachine

## The Challenge

As a social technology company, Socialbomb helps clients deploy highly effective social media apps across multiple platforms and services. No simple task. And social media apps can detonate at any time: when a thoughtful, well-timed fusion of product marketing meets social media sharing, the supporting computer systems can see a shock wave of activity as users log in to get connected. With this volatile mix of multiple platform and service support, on-demand capacity, and total reliability, Socialbomb had to construct a stable computing system that could handle it all.



**Scalability.** Scalability goes both ways—up and down. When applications or marketing campaigns gain popularity, Socialbomb servers process tremendous network and database activity. And after campaigns run their course, computing requirements may decline as traffic falls off. Planning and scaling a traditional data center for this kind of activity is nearly impossible or at best wasteful. To accommodate the highest level of activity, Socialbomb would have to over-provision a data center to handle the highest peak; when traffic died down, system resources would sit idle.



**Platform Flexibility.** Moving data between Web sites, phones, Blu-ray players, and onto multiple social media sites requires not just engineering expertise but also an open, feature-rich development platform that’s up to the challenge.



**Reliability.** Marketing partners can’t afford to spend their efforts on media applications that go offline. Each failed server or system slowdown represents thousands of lost or dissatisfied customers.



**System Management and Support.** Managing fluctuating network traffic and hardware configurations requires significant human capital. Socialbomb decided early on it was not in the network management business. Its talented developers and marketers would focus exclusively on delivering the best possible social media applications.

## Socialbomb Success Story

Just after founding the company in 2008, Socialbomb co-founders attended social media developer conferences. They saw immediately that cloud computing was the way to go.

"We chose Joyent because they already had a good reputation and good word of mouth at the developer conferences. The setup, pricing, and scaling all made sense."

**Mike Dory,**  
Chief Technical Officer and co-founder,  
Socialbomb



### CUSTOMER PROFILE

**Company:** Socialbomb

**Segment:** Social Media/Entertainment

**Location:** US

## The Solution

**Joyent had the scalability—both up and down—that Socialbomb needed. Developers immediately went to work launching their first social media app, Paparazzi, a photo sharing game. The application required great bandwidth to support picture transfers and a reliable network presence. They chose Joyent.**



**Easy Scalability.** The Joyent cloud had the bandwidth to handle a burst of user traffic and sustained performance for uploading and downloading photos and more. "We've never seen a box flooded," said Mike Dory. During sudden spikes in network traffic, the Joyent Smart Computing platform automatically releases additional shared memory and CPU cycles to handle the activity. When Socialbomb needs more servers for sustained demand, it can bring resources online in minutes with a simple phone call. When it no longer needs the additional resources, Socialbomb can decommission them just as easily.



**Platform Flexibility.** Its development environment was critical to success. "Prototyping and testing applications was the most important aspect," said Mike Dory. Socialbomb can provision any sized test environment its applications require, on demand, and release the resources when developers are finished. To make certain its applications are performing as they should once they're launched, Socialbomb's test environment, using the Joyent Smart Platform, can mirror the target production environment.



**Reliability.** With potentially millions of customer impressions at stake, Socialbomb can't afford to see its systems fail. Joyent's highly fault tolerant server and network data centers keep Socialbomb customers connected around the clock.



**Management Resources and Support.** Throughout many engineering projects, Socialbomb has consulted Joyent engineering and support staff. The management of its network and sever platform is mainly administered by Joyent, allowing Socialbomb to concentrate on what it does best—creating cutting-edge social media applications for its clients.