rackspace®

THECONTROL**GROUP**

OnMetal Takes the Control Group to a Whole New Level 0f Performance
With the game-changing performance of Rackspace's single-tenant, bare-metal cloud servers, The Control Group says goodbye to scaling limits and noisy neighbors.

Founded in 2010, The Control Group is an Internet marketing and development company based in San Diego. Best known for their flagship product, Instant Checkmate — a powerful background-check engine born in the era of online dating — other notable projects include Reverse Phone, an app to identify unknown callers, and NextGen Leads, an end-to-end lead generation service that cuts out the middleman to improve the process for consumers and buyers alike.

THE ON-METAL SOLUTION

The Control Group is responsible for some of the United States' most heavily trafficked websites in the U.S. and its flagship products rely on resource-hungry applications like Elasticsearch, which

means data storage and hosting are crucial business concerns. When they first came to Rackspace, they brought significant challenges they hadn't been able to resolve with previous providers, like a high-performance search app that quickly hit the scaling limits of dedicated server models. They found their solution with Rackspace's

> "OnMetal is an absolute game-changer. It's a perfect hybrid between the cloud and dedicated virtual. You're getting the best of both worlds."
>
> **Shiem Edelbrock**
> CTO, The Control Group

'OnMetal' single tenant bare-metal cloud servers.

CTO Shiem Edelbrock says before OnMetal they simply couldn't get the performance they needed from cloud servers, especially when it came to search, where they were vulnerable to I/O limitations and noisy neighbor syndrome. With OnMetal these limitations disappear, and they can finally take advantage of cost-saving, performance-enhancing cloud services like predictive auto-scaling. "OnMetal is an absolute game-changer," raves Edelbrock. "It's a perfect hybrid between the cloud and bare-metal. You're getting the best of both worlds."

Since OnMetal uses the existing cloud API, migrating was a snap too. "The switchover

> "At any point in time I could pick up the phone and there are people there who will take care of me."

Shiem Edelbrock
CTO, The Control Group

for us to OnMetal was seamless," says Edelbrock. "We were able to just literally press a button and set up a new data center and the applications we were having problems with worked magically out of the box."

BETTER PERFORMANCE AND LOWER COSTS

Since moving to OnMetal, Edelbrock says, costs are down and the customer experience has improved. All but five of their applications now load at sub-500 milliseconds, down from several hundred slow-loading apps prior to making the switch. Predictive auto-scaling means they can maintain this performance even when traffic suddenly doubles or triples — a frequent occurrence Edelbrock attributes to the marketing talents of their CEO. "If we needed to double our infrastructure right now, our app would be able to do that, and would actually do it predictively," says Edelbrock.

Their massive Elasticsearch cluster now performs the way they need it to on the cloud, and costs less too: "Before OnMetal the biggest instance you guys offered would be one Elasticsearch node for us," Edelbrock explains. "Now we're able to cut an OnMetal node into half, which means it's running two Elasticsearch instances, which is about an 8th of the cost per instance." Data-center utilization has increased as well: "Before we were using around 20% of the resources in our entire data center, which is about normal. Right now

we're at 65% and we're probably going to get up to 75% by the time we're all said and done."

MORE THAN JUST HARDWARE

Because The Control Group has such significant storage needs, Edelbrock says they had considered hosting themselves, to save money, but now he simply can't put a price on the support and expertise they've gotten from Rackspace. "It's not just the hardware that Rackspace offers; it's the service that goes along with it," explains Edelbrock.

"When we were looking at auto-scaling, I was able to pick up the phone to my account team and within 20 minutes they had put me in touch with a Racker who started telling me about predictive auto-scaling based on need, and machine-learning, and other exciting new techniques… That kind of knowledge is invaluable. I have such a wealth of information through my account team that I simply couldn't get anywhere else, and if I could the cost would be astronomical."

When it comes to **Fanatical Support,**® it took some time for The Control Group to find the right support team, but they're now true believers. "We have an amazing support team on our account who make it very apparent why we pay the extra premium. At any point in time I could pick up the phone and there are people there who will take care of me."