

#### AT-A-GLANCE

##### CUSTOMER'S BUSINESS:

DoubleDutch builds mobile apps for conferences and events.

##### CHALLENGES:

Scale infrastructure to accommodate business growth.

##### RACKSPACE® SOLUTION:

Rackspace Managed Cloud, Cloud Monitoring, DevOps Automation Service

##### BUSINESS OUTCOME:

Increased scalability and reliable app performance.



## DoubleDutch Fuels Events Business Growth via Social, Mobile and Location-based App

**Rackspace Managed Cloud lets DoubleDutch focus on apps — not infrastructure.**

The enterprise space is filled with events, from user conferences and partner summits, to industry expos and professional trade shows. What separates the successful events from the less successful ones?

DoubleDutch, a San Francisco-based tech company, felt that a social, mobile, and location-based app might be the secret to producing high quality events and creating incredible attendee experiences.

Attendees use the app to check in to various sessions and exhibitions at their conference. Event organizers, in turn, can uncover what really matters to attendees and optimize the event experience in real time. A glance at the accumulated data identifies which sessions, speakers, and exhibitors are buzzing — and which ones need extra attention.

### PREPARING FOR GROWTH

"Bringing technology to an industry that hasn't really adopted much of it in the past is one of the most exciting parts of the job," says Nicholas Clark, DoubleDutch CTO. "We get to change

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**Nicholas Clark**  
CTO, DoubleDutch

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the way event organizers do business and really impact their lives in a positive way."

DoubleDutch knew they had a good idea — but they also needed rock solid infrastructure if they were going to cater to enterprise clients. Delivering apps that could service hundreds — or even thousands — of attendees over the course of an event required more technological resources than the company could provide on its own.

"In the early days of the company, we relied on co-located physical servers," says Clark. "That was fine when we were a small business, but we started to grow pretty quickly. If we wanted to maintain that high growth, we needed to find a provider with the capacity to help us grow into new markets and scale our business."

“Rackspace Managed Cloud takes a huge burden off of us. We don’t have to worry whether or not we’ll have uptime or downtime at each individual event. Instead, we can focus on building a product and let Rackspace worry about keeping the infrastructure running.”

**Nicholas Clark**  
CTO, DoubleDutch

## A PARTNER FOR INFRASTRUCTURE

DoubleDutch found an ideal partner in Rackspace. “A large portion of our business is with enterprise-grade customers,” explains Clark. “When we looked at all the cloud providers, Rackspace stood out. It had the Service Level Agreements (SLAs) in place that our customers were looking for, and it offered the horizontal scalability that we needed to keep growing our business.”

Rackspace provides a combination of physical and cloud servers that DoubleDutch uses to create multiple staging environments for all of its production servers, with instances throughout the world — in the United States, the United Kingdom, and Asia. DoubleDutch also uses Rackspace Cloud Monitoring to gain insight into how its servers are performing.

“Rackspace Managed Cloud takes a huge burden off of us,” says Clark. “We don’t have to worry whether or not we’ll have uptime or downtime at each individual event. Instead, we can focus on building a product and let Rackspace worry about keeping the infrastructure running.”

DoubleDutch has also taken advantage of Rackspace DevOps Automation Service to accelerate their development efforts — without having to hire additional bodies. “It takes time to find the right people, make sure they’re a good fit for our team, and then bring them in-house,” says Clark. “Instead, we’ve contracted that task out to Rackspace, and we’ve been thrilled with how it’s played out. They handle all of our configuration management for us.”

## SCALABILITY AND PERFORMANCE

Having Rackspace as a partner has helped DoubleDutch move far beyond the limitations of its previous infrastructure.

“Prior to Rackspace, it was not uncommon for us to have some hiccups and load problems during a large event,” says Clark. “Now, we can just add more servers and scale out. And the performance has been as advertised — the amount of downtime we’ve experienced with Rackspace is negligible.”

Adds Clark, “If we had stayed on our co-located servers instead of moving to Rackspace, I honestly think we would have crumbled under the weight of the business we were doing. We likely might not have been in business today.”

## FANATICAL SUPPORT

With Rackspace managing its cloud for them, DoubleDutch feels like it has a true partner — a feeling reinforced by interactions with Rackspace’s people. “There’s always somebody at Rackspace that is willing to hear our problems and listen to us and respond in a prompt manner. We haven’t had to take advantage of customer support very often, which is great — but when we do, it’s nice to feel that someone at their business has a vested interest in our business.”

“I would absolutely recommend Rackspace to my peers,” concludes Clark. “They’ve scaled to meet our needs; they have great uptime records; and they’re located throughout the world in places where we’re trying to do business. We’ve been nothing but happy with them.”

## ALL BACKED BY FANATICAL SUPPORT.

Toll Free: 1.800.961.2888 | International: 1.210.312.4700 | [www.rackspace.com](http://www.rackspace.com)

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