TAGBOARD

TO ARTFULLY ENGAGE MILLIONS, TAGBOARD RELIES ON OBJECTROCKET

Rackspace **Fanatical Support**® helps social media innovators keep the conversation going.

BUSINESS

Real Time social media aggregation, curation, and display platform

CHALLENGES

Achieve scale and ramp up reliance on the cloud at low risk.

SOLUTION

Rackspace Managed Public and Private Cloud Services, ObjectRocket Elasticsearch & MongoDB

OUTCOME

To help businesses large and small increase user participation in social media.

rackspace®

#tagboard

Tagboard is a cloud-based software platform that aggregates user generated social media-based content on similar topics, primarily using the hashtag. End users, brands, agencies, and marketers all use Tagboard to easily find and curate the best content. They can then re-display it to their community within-seconds of it being posted in an engaging visual format. Users benefit by being able to quickly and easily control the content that is displayed.

The company was founded in 2011 and is headquartered in Redmond, Washington with offices in Asia and the UK. The Tagboard team is made up of roughly half product development and half business development personnel.

EVERY COMMUNITY NEEDS A HASHTAG

The hashtag is a practical, effective tool that can bring people together around common interests. No other social discovery mechanism offers the same speed, versatility or widespread adoption.

A lean, fast-growing company, Tagboard developed its patented software to give users powerful tools, enabling them to better interact with audiences all within a single, easy-to-use feed.

The company has innovative partnerships with clients including the Seattle Seahawks, San Fransisco 49ers, Samsung, Audi, the NCAA, US Figure Skating, NBC Universal and more. They have worked with users in 160 countries to utilize Tagboard worldwide to help organize social conversation and data, to optimize customer social media and quickly share information with audiences.

FOCUS ON SCALABILITY

Tagboard's lean and agile technical team is focused on keeping things as fast as possible while building new functionality.

"We're always focusing on scalability," said Jordan Larrigan, VP of Engineering at Tagboard. "Any time we implement new features or new technology, the priority is getting it out to everybody in the simplest way possible."

"Our customer base is growing quickly and we are supplying our service 24/7" said Chris Tembrell, Senior Engineer. "We pride ourselves on being responsive and reliable."

The relationship between Tagboard and Rackspace began initially through ObjectRocket, when the technical team was looking to get out of a PHP MySQL stack and was researching what to use next. "This led us to ObjectRocket, and we hit it off with them," said Larrigan. "They helped us get ready really quick and answered all of our questions - we were sold."

> "THAT'S ONE THING THAT REALLY GRABBED ME, THERE'S ALWAYS A SENSE OF WATCHING THE ROAD AHEAD OF US AND MAKING SURE THAT WHAT WE'VE GOT MEETS OUR NEEDS."
>
> **CHRIS TEMBREULL ::** Senior Engineer, Tagboard

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OPTIMIZING THE RELATIONSHIP

How has working with Rackspace helped? Tagboard powers large events, worldwide, in real-time including most recently the online social hub for Coldplay during the SuperBowl. Clients like UK popstars One Direction and KPop girl group Girls Generation — that otherwise would have brought probably any of our other infrastructures down.

"One Direction was a 12-hour streaming event, and we saw tens of millions of posts come through our system. Rackspace handled it flawlessly," said Larrigan. "This was right after we switched over to ObjectRocket. Then later, the Girls Generation event actually outdid the One Direction event as far as social interaction was concerned. We saw millions upon millions of posts. It was actually double what we saw for everybody else that year and everything went well."

Saving time, conserving resources, and creating cost efficiencies: Tagboard has made the most of its use of both Rackspace and ObjectRocket.

Tagboard recently started using WiredTiger and reports strong performance. "It has been a great overall experience," said Nick Hamilton, Tagboard Senior Engineer. "We like to test things and try new things whether they're really ready for production or not, so it has been great having that support and being alerted right away if anything's coming."

In addition, Tagboard is using Elasticsearch for log data. "We wanted to start folding in this ability to handle high velocity data from people using the API," said Hamilton. "We felt that Elasticsearch was a simpler, and in this case I think, a better technology."

FANATICAL ABOUT TAGBOARD

Working with Rackspace and ObjectRocket has helped Tagboard stay on task and focused on its customers. "The benefit is having more time to plan and optimize how we save, adjust and run our data," said Hamilton. "It's telling us how we should be storing and using our data, which is immeasurable compared to having to learn all of this stuff ourselves."

What does Rackspace Fanatical Support® mean to the Tagboard technical team, in their words? "I think it's when people get back to you really quickly and are really responsive," said Larrigan. "They're watching when we're not watching — and they know if something breaks before we do."

"I would compare it to an immune system that's working when we're not paying attention," added Tembreull. "You're making sure that what we've got meets our needs or knowing how to scale and expand to handle the next big thing."

"We don't have to think about the data infrastructure most of the time," said Hamilton. "Instead, everything works. If there does happen to be a problem, ObjectRocket will let me know right away, and I can jump in and within 30 seconds have the conversation and find out what the issue might be. It's one less thing that I have to worry about."

"Because we jumped from MySQL right into ObjectRocket, we have been able to avoid several challenges," said Larrigan. "Most importantly, we would have had to hire quite a few more employees. Even if we had another provider, I don't think there are many other providers that would be able to provide us with the amount of support that ObjectRocket has. Also, we'd be spending more money on the cost of scaling, the use of a different platform, and hiring."

ABOUT RACKSPACE

Rackspace (NYSE: RAX), **the #1 managed cloud company**, helps businesses tap the power of cloud computing without the challenge and expense of managing complex IT infrastructure and application platforms on their own. Rackspace engineers deliver specialized expertise on top of leading technologies developed by AWS, OpenStack®, Microsoft®, VMware® and others, through a results–obsessed service known as **Fanatical Support®**.

Learn more at www.**rackspace**.com or call us at **1–800–961–2888.**