

## A CASE STUDY FOR:

# SMOOCH LABS

OBJECT ROCKET BOOSTS SPEED TO MARKET FOR SMOOCH LABS' POPULAR JSWIPE APP  
Mobile developer chose Rackspace and Object Rocket after attending a Rackspace::SOLVE event.

### BUSINESS

Mobile app developer and creator of JSwipe, the number one mobile Jewish dating application.

### CHALLENGES

Keeping technological pace with rapid user growth of a highly popular mobile dating app; matching solutions to company growth.

### SOLUTION

Rackspace Managed Public Cloud Services,  
ObjectRocket Mongo, Rackspace DevOps  
Automation Services

### OUTCOME

Better performance and scale, accelerated innovation cycles, reduced cost of innovation.



New York City-based Smooch Labs, Inc. develops and operates mobile applications including JSwipe, the popular millennial Jewish dating app.

In 2015, Smooch Labs was acquired by Spark Networks Inc., (NYSE MKT: LOV), owner of JDate.com. The founders of Smooch joined Spark Networks as a subsidiary of the company and continue to play an active role in managing the JSwipe product.

With nearly 200,000 users in 70 countries at the time of its acquisition, JSwipe is a mobile application that – together with JDate, which is the market-leading Jewish-focused dating platform – allows parent company Spark to significantly build on its mission to strengthen the Jewish community through dating and marriage.

## SOLVE: INSPIRED SMOOCH LABS

Like many startups with highly popular apps facing similar, rapid-growth situations, Smooch Labs started off using a backend development software that it would soon outgrow.

“This was a vendor tool that had allowed us to get out a rapid prototype, get in the market and test the waters,” said Bryan Welfel, co-founder of Smooch Labs. “As we continued to grow, we realized that we were going to need something more robust.”

After experiencing repeated problems with scalability, the Smooch Labs team began to seriously research what their data-store “best next move” would be. During the search, they noticed a Rackspace::SOLVE event and decided to attend.

The rest, as they say, is history. After attending the event, Smooch Labs chose Rackspace and Object Rocket largely on the strength of the presentations the company heard that day.

“We went to SOLVE and listened to a presentation by the people at Object Rocket,” said Welfel, co-founder of Smooch Labs. “From that point, we knew we had found the right

experts, and we were confident that the MongoDB open source database was going to let us scale for smart growth. This was the right service and these are the right people.”

## MAKING THE MOVE TO OBJECT ROCKET

While at SOLVE, Welfel said that the Object Rocket team were willing to provide direct feedback in an unsolicited consultation. “They helped us without having an account already set up,” he said. “In fact, they were digging into our schema and actually telling us why we were seeing slowness from our existing infrastructure.”

In its previous setup Smooch Labs would sometimes experience system-wide slowdowns during peak usage periods.

“You literally could not use the app, and obviously we realized if we didn’t move fast we were going to be crippled and potentially lose our users,” said C.J. McGregor, Lead Backend Developer at Smooch Labs.

The decision to migrate to Object Rocket came easy for Smooch Labs, and the migration process was a smooth one, according to McGregor.

“Our previous service provider was Mongo-based, but we couldn’t get a Mongo dump of

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“DURING OUR INITIAL MIGRATION, SOME OF OUR FIRST HOURS ON OBJECT ROCKET, WE COULD NOT BELIEVE HOW FAST IT WAS. WE REALLY STEPPED IT UP WITH OBJECT ROCKET.”

**CJ MCGREGOR** :: Lead Backend Developer, Smooch Labs

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“WE ESSENTIALLY LET OBJECT ROCKET HAVE THE HEADACHE OF SCALING AND WE CAN FOCUS ON INNOVATION AND FEATURES.”

**BRYAN WELFEL** :: Co-founder, Smooch Labs

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our data,” he said. “I was able to create a local Mongo instance as a workaround, and from there Rackspace helped us figure out the sharding and the indexes. This back and forth saved weeks, maybe months, that it would have taken otherwise.”

McGregor reported that any time his team had a question, the Object Rocket experts were available and willing to troubleshoot. “The Rackspace and Object Rocket people were always right there for us. They were always helpful with what was, and what wasn’t, going to work for our use case.”

“Businesses that succeed are going to be those that pivot and can deliver quickly,” said Welfel. “We essentially let Object Rocket have the headache of scaling and we can focus on innovation and features.”

## A DIFFERENT DYNAMIC

From the day it switched to Object Rocket the entire Smooch Labs “dynamic has changed,” according to Welfel.

“We went from stagnant support to agile development,” said Welfel. “That is going to let us continue to grow incredibly well.”

Object Rocket not only has helped Smooch Labs improve performance, it has saved the

company money and time in addition to one other key area. “We saw a great increase in morale here, along with a dramatic drop in customer service inquiries,” said Welfel. “Ever since we met with the team at Rackspace Solve, we’ve seen a huge uptick in users, and I think that’s honestly a result of uptime and response time.”

Now that Smooch Labs is on the Object Rocket platform, everything’s faster. “We went from focusing solely on maintaining the old infrastructure to focusing on functionality and improved user experience,” said McGregor.

With JSwipe under the Spark banner and Smooch Labs supported by Object Rocket, a smooth transition is giving way to a very exciting upcoming path for the company and its people.

“We went from being a company that was focused on infrastructure and maintenance and support, to a company that’s focused on innovation,” Welfel said. “What is great about the whole team at Rackspace is they understand the people factor, and I think that their keeping an eye on things for us leads us to innovate and think bigger, which is exactly what we need to do.”

# 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](http://www.rackspace.com) or call us at **1-800-961-2888**.

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