

The CloudHealth Platform in Action: Helping Fiksu Help Mobile Marketers

“We needed a solution that would eliminate the time consuming manual configuration of setting up virtual servers. Enterprise™ Chef allows us to manage our configurations and to automate the process. It’s imperative to have a repeatable, reliable process that is resilient and consistent... especially as you scale”

— KEVIN KARWASKI

Manager Cloud Operations,
Fiksu



FIKSU IS THE LEADING PROVIDER OF MOBILE APP MARKETING PRODUCTS THAT HELP

app marketers reach their user acquisition goals. They combine centralized media buying from the world’s largest mobile advertising inventory with advanced optimization technology, to deliver cohesive app marketing from the entire mobile ecosystem. The top app publishers, game developers, and major brands use the Fiksu platform to cost-effectively drive high volumes of app installs and user engagement.

Challenge #1

Deploying infrastructure automatically and reliably for scale.

As the mobile market continues to explode, so does Fiksu’s success with their mobile app marketing platform. The challenge they faced was how to cost effectively architect and build their environment to allow dynamic scaling based on customer driven events. AWS easily allowed them to build new servers, but not fully functioning customized applications. The customer programs Fiksu delivers are event driven, which result in a highly volatile cloud environment. Constantly deploying application clusters became extremely time consuming and ineffective.

THE SOLUTION: Fiksu implemented Enterprise™ Chef, which gave them the ability to define their applications deployment in code, automating not just single server installation, but complete and complex clustered environment required to handle large mobile client base. The result has been fewer errors, increased reliability, faster deployments and better orchestration of their infrastructure.

Challenge #2

AWS Cloud elasticity a solution and a challenge.

Success can lead to challenges and that’s what Fiksu faced as their AWS cloud infrastructure was growing with their customer success.

“The AWS cloud is extremely powerful, flexible, and cost effective. They give you the tools to scale your environment easily, but no real ability to evaluate the environment at a business level. We needed to see servers by their intended function or role and then correlate performance data for overall effectiveness within a group trended over time.”

— **KEVIN KARWASKI**

Manager Cloud Operations,
Fiksu



There was enormous complexity within their environment...multiple availability zones, a wide variety of instance types and Reserved Instance purchases...not to mention numerous AWS services. On average, they manage nearly 12,000 active configuration items in the cloud, across 18 variables which result in nearly 214,000 attributes being tracked at any given time.

They needed the ability to order the chaos. Fiksu needed to process the huge amounts of data and use it to provide answers about performance, utilization and cost within their AWS infrastructure.

THE SOLUTION: The CloudHealth platform delivered multi-dimensional reporting capabilities for the first time. Using the InterActive reports data across the Fiksu environment can now be correlated and visualized, making trend and patterns obvious. Now they can take usage data across business groups and include CPU and memory utilization to validate that they have the correct instances in place by their defined Chef workloads. They can build accurate budgets and predict costs, and are also able to determine where to make additional Reserved Instance purchase investments.

Challenge #3

AWS detailed billing delivers data but no context for the business.

Complexity within Fiksu's environment was not limited to just infrastructure. Billing data and cost management also grew in complexity as their infrastructure grew. AWS delivered very granular data when it came to billing. They had thousands of rows of detailed billing data but understanding what each line item meant and how it impacted the overall environment was a real challenge. Spreadsheet analysis became extremely tedious and time consuming and could not accurately correlate infrastructure usage and trends by functional business groups, environments, or workloads.

Fiksu needed an accurate and contextual analysis of the cost of different business programs and workloads. This type of analysis was a “must have” to enable cost predictions and financial evaluation of the business.

THE SOLUTION: Fiksu implemented the CloudHealth platform that allowed them to define a business management reporting structure. CloudHealth used Chef data to identify workloads, and AWS tags to identify business groups that were meaningful to management. These groupings gave the organization the business context needed to measure costs and objectives.

“The business insight we gained from CloudHealth analyses and reports delivered an enormous advantage from a financial perspective.”

— **KEVIN KARWASKI**

Manager Cloud Operations,
Fiksu



THE BENEFITS:

- Hourly, daily, weekly, monthly and annual spend by AWS service.
- Reporting on a team basis for campaigns and new apps.
- The ability to define the percentage of the bill to be applied to production versus non-production environments through cost allocation and billing by group.
- The ability to accurately plan for Reserved Instance purchases to optimize spending investments.

“The combination of CloudHealth and Chef is extremely powerful,” said Karwaski. “Chef gives us the ability to build specific roles for our infrastructure and fully automate the process of provisioning infrastructure. CloudHealth enables us to develop reports using both AWS and Chef data to target specific data sets we need to measure. We now have context from our Chef environment as we build reports based on multi-level correlations.”

ABOUT FIKSU

Fiksu is the leading provider of mobile app marketing products that help app and game marketers reach their user acquisition goals. The company’s Programmatic Mobile Demand Platform applies intelligent technology to ALL the challenges of advertising mobile apps — including tracking, optimization, media buying and integration — spanning the entire mobile ecosystem and, ultimately, delivering better marketing performance. Additionally, Fiksu offers FreeMyApps®, the world’s largest app discovery platform where users are rewarded. Based in Boston, Mass., Fiksu is venture-backed by Qualcomm Ventures and Charles River Ventures. More at www.fiksu.com, @Fiksu, and on the Fiksu blog.

ABOUT CHEF

Chef is the leader in IT automation. Chef provides the speed, flexibility, and efficiency to compete in the digital economy. By modeling IT infrastructure and application delivery as code, Chef empowers businesses of all sizes to easily scale to meet demand, eliminate down time, manage complexity, and accelerate time to market. www.opscode.com.