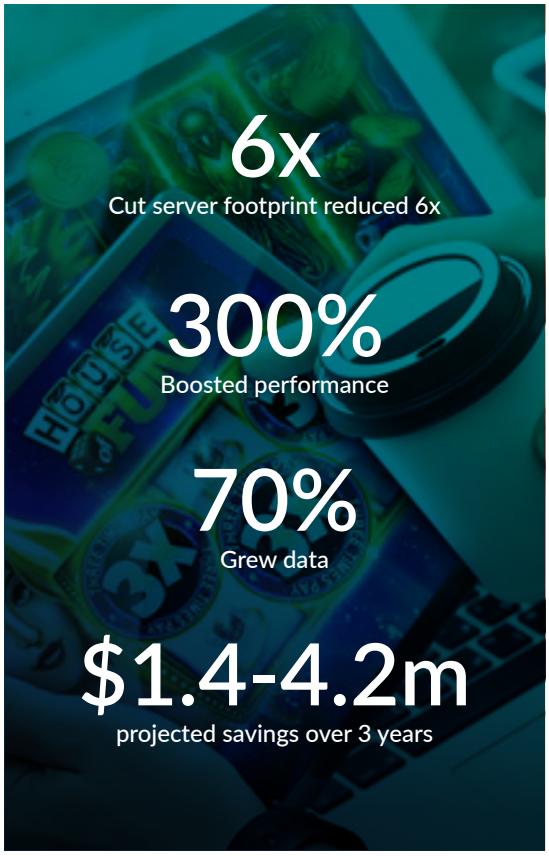
Global Gaming Giant Turns to Aerospike to Simplify its Architecture and Accelerate Growth

Better performance and reliability with a smaller server footprint unseats incumbent NoSQL vendor



Goal

To give Playtika the ability to scale the business more efficiently, less expensively and more reliably through data storage expansion that will help it grow its current customer base of more than six million daily online players in more than 190 countries.

> *"Aerospike has done the unthinkable: they cut our server footprint by a factor of six while boosting our performance 300%. The resultant total cost of ownership is saving us over a million dollars a year."*
>
> - Guy Almog, Head of IT Engineering, Playtika

Playtika is a leading gaming company with 27 million monthly active users playing its titles. Founded in 2010, the company was among the first to offer free-to-play social games on social networks and, shortly after, on mobile platforms. Headquartered in Herzliya, Israel, the company has over two thousand employees in offices worldwide including Tel-Aviv, London, Berlin, Montreal, Chicago, Las Vegas, Santa Monica, Sydney, Buenos Aires, Tokyo, Vienna, Kiev, Bucharest, Minsk, Dnepr and Vinnitsa.

On its website, Playtika explains that "We smash art together with science to bring the most engaging and fully customized games experiences. Our diverse portfolio of games is synchronized across platforms and devices."

Challenge

Playtika has six gaming studios, each with a different game. It was using a different NoSQL solution, which was not helping the company reach its goal of 150,000 reads and 50,000 writes. Further, the architectural limitations of that solution caused Playtika to implement multiple clusters of nodes per studio - something it did not want to persist. There were different

workloads on different clusters (some were highly loaded and others were barely used) and it was difficult to scale out with such a configuration.

Adding to the problems was that the incumbent NoSQL solution is not ideally built for SSDs because of its internal rebalancing process. That led to the disks being frequently exhausted, malfunctioning and forcing replacements every six to 12 months.

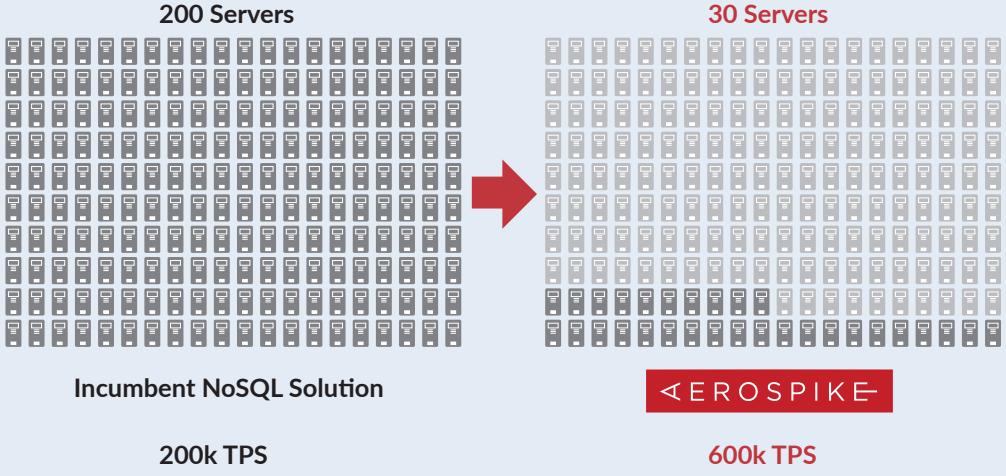
> *"The simplicity of the IT operations that Aerospike affords my team frees them up for higher-value, future-looking initiatives. There's no late-night operational issues. It just works"*
>
> - Guy Almog, Head of IT Engineering, Playtika

Results with Aerospike

Playtika phased in one studio's application first, refactoring it by changing the data model from document-based to key-value in order to better suit Aerospike. In addition, compression of stored data was added plus some operations will be moved to full-in-memory architecture. Three additional studios are planned for future migration.

The overall results were significant:

- **Cut server footprint reduced 6x** – from 200 servers to 30 Aerospike servers
- **Boosted performance 300%** - 200,000 reads and writes per second now 600,000
- **Grew data 70%** - each studio was able to grow from 2TB of unique data to 3.4 TB
- **Simplified clustering** - each studio reduced their cluster counts from six down to one
- **Nodes per cluster slashed** – five-to-six nodes per cluster dropped to three-to-five nodes per cluster.
- **TCO $1.4m** - $4.2m projected savings over 3 years.



About Aerospike

Aerospike is trusted by leading enterprises around the world to help them build and deploy modern data architecture solutions with confidence. The Aerospike enterprise-grade non-relational NoSQL database helps companies power mission-critical, strategic operational applications that make digital transformation possible. Powered by a patented Hybrid Memory Architecture™ and autonomic cluster management, Aerospike is used by enterprises in the financial services, banking, telecommunications, technology, retail, e-commerce, ad tech, martech and gaming industries, and is well-suited for fraud prevention, digital wallet, online brokerage, real-time analytics and other applications that require extreme uptime, performance and scalability. Aerospike customers include Adobe, Bharti Airtel, FlipKart, Kayak, Nielsen, and Snap.

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