

Synchronoss

Synchronoss Delivers Scalable Support for Millions of Global Users

Synchronoss is the world's leading provider of cloud solutions and software-based activation for communication service providers (CSPs) across the globe. Their proven and scalable technology solutions make it easy to activate, sync, manage and optimize connected devices and services. With 100+ seminal patents, Synchronoss has one of the largest, most comprehensive technology platforms in production that's used by more than 300 of the Fortune 500 companies. The company's solutions help CSPs acquire, retain, and support customers more efficiently.

Synchronoss is headquartered in New Jersey and has offices throughout Europe and Asia. The company was founded in December 2000 and is publicly traded on the NASDAQ Stock exchange under the symbol SNCR.

The Challenge: Scalability to Match a Growth Model

Supporting top CSPs around the world, the company's cloud services platform required a scalable system to manage metadata, SMS, MMS and call log data.

The Solution: A Strong Scaling Point

In search of a supplement to its existing file system, Synchronoss selected Apache Cassandra and DataStax Enterprise to handle large storage and retrieval of metadata, SMS and MMS data. Apache Cassandra and DataStax Enterprise are one of the most secure, NoSQL, big data platforms. The real-time database architecture delivers high-velocity performance, flexible schema design and continuous availability.

Synchronoss required a solution that could scale with their growth rate and read and write large volumes of data. After DataStax and Cassandra were implemented by Synchronoss, they received a much higher read and write volume than initially estimated. The large volume was no match for the flexibility of the DataStax solution.

"The Cassandra solution gave us an understandable scaling point in a complex system. We might have found another solution for metadata storage, but I'm not sure what other solution could have handled the SMS throughput at the scale we anticipated. Our cloud solution backs up SMS, MMS, and call log data from millions of users. We needed a solution that could ingest a huge amount of short messages quickly," says Paddy Benson, VP of engineering at Synchronoss.

Transparent Support for Success

Synchronoss is driven by the need for scalability which inspired the original investment in DataStax's Cassandra-based platform. According to Benson, "The Cassandra and DataStax solution is not visible to our clients, but a key feature of our product that make us successful. Cassandra's ability to scale with our business, maintain strong performance and its initial success has sparked interest for other uses across multiple business units."

"We might have found another solution for the metadata storage, but I'm not sure what other approach besides Cassandra could have handled the SMS throughput at the scale we anticipate," Benson added. "It is completely tuned toward being able to ingest a huge amount of short messages quickly and Cassandra is ideal for that."

Synchronoss was extremely stratified with the overall quality, capabilities, and consistencies of the DataStax's Cassandra-based platform. "We operate at a massive scale supporting the world's largest mobile carriers," explained Pat Doran, EVP & Chief Technology Officer at Synchronoss. "Cassandra's ability to scale with our business and maintain strong performance has proved invaluable as we manage growth. Given our initial success on this platform we are evaluating additional uses of Cassandra into other products."

Relying on a weeklong training course as well as on-the-job training provided by DataStax staff, Synchronoss has been able to cross-train its existing development and operations staff.



Company

Synchronoss (NASDAQ: SNCR)

Business Challenge

Store and retrieve a high volume of short messages and media metadata

Solution

The DataStax Cassandra-based platform played a key role in Synchronoss' ability to scale its cloud solution to accommodate high data throughput

"DataStax's Cassandra-based platform helps us manage media and services for millions of users worldwide. We operate at a massive scale supporting the world's largest mobile carriers, so Cassandra's ability to scale with our business and maintain strong performance has proved invaluable as we manage growth."

Pat Doran
EVP & Chief Technology Officer
Synchronoss

About Mainstay



Research and analysis for this business impact study was conducted by Mainstay LLC, a leading provider of independent value assessment and IT strategy services. For more information, visit www.mainstaycompany.com.