

M-GO Rides the Wave of Demand for New Streaming Service with ScaleArc

Company: M-GO

Industry: Entertainment

About: M-GO is a pay-as-you-go digital movie and TV streaming service that makes it easier than ever to browse, rent, buy, and watch the newest and best selection of movies and TV shows on your screens.

Database Type: MySQL with Galera

Primary Application: M-GO's proprietary transactional platform

Challenges

- Drive availability and performance for M-GO's application
- Improve reliability and performance of Galera Cluster for MySQL database
- Ensure application availability and performance throughout transition to a new data center
- Gain visibility and insights into database traffic and data transactions

Solution

M-GO deployed ScaleArc for MySQL to:

- Deliver continuous availability of its application with automatic failover
- Perform zero downtime maintenance
- Enable dynamic load balancing to increase performance
- Leverage real-time analytics for faster troubleshooting



- **Automatic failover ensures business continuity and zero downtime for its application**
- **Dynamic load balancing ensures high performance and transactional integrity**
- **Analytics provide key insights that increase availability and performance**

About M-GO

M-GO is the premium digital video on demand (VOD) service created as a joint venture between DreamWorks Animation and Technicolor. With stunning picture and audio quality, smarter browsing, and the convenience of viewing across any device, M-GO seamlessly delivers high-quality movie and TV entertainment. M-GO is available on major platforms and functions across a full spectrum of operating systems ranging from Android and iOS to Windows. M-GO is also pre-loaded on Roku streaming players, Samsung 4K and HD TVs, LG, VIZIO Smart TVs, Blu-ray players, Wi-Fi tablets and digital media players.

Since its inception in 2012, the company has been on a rapid growth trajectory, reporting a 500x increase in the number of users for its streaming services over the last year alone.

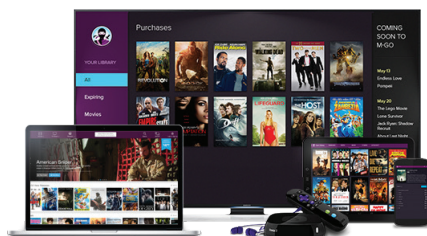
Committed to maintaining a superior entertainment experience, the company wanted to ensure the underlying infrastructure could keep pace with record growth. With a move to a new data center in the works and pending partnerships that would further boost demand, M-GO needed a solution that could ensure the high availability and performance of its application now, and in the future.

Challenge

As M-GO continued to exceed growth expectations, the organization wanted to build a data center that could accommodate current and anticipated needs, without the purchase of expensive infrastructure equipment. As part of the move to a new data center, M-GO had an opportunity to revisit and enhance its architecture.

M-GO's vice president of live operations, Vahram Sukyas, knew the transition could be challenging for his team, and he wanted to be prepared to make the change with minimal impact to customers. Specifically, he wanted to ensure the underlying MySQL database cluster (with Galera extensions) could handle the increased load.

"We were building a blue print for current and future needs," said Sukyas. "Because application availability and performance were our top priorities, I took a careful look at the underlying database infrastructure. We needed to be able to intelligently load balance our databases, scale the database tier, have visibility into application performance, and – most importantly – ensure customers have continuous access to their entertainment services."



“The whole notion of zero downtime was really a ‘wow factor’ for me,” said Sukyas. “I had never worked with a company that understood how to get active/active MySQL workloads right. With ScaleArc, we can perform a maintenance task, delete data or run an operation – in the middle of the day. We can shut down the master, use ScaleArc’s failover capabilities, and the business won’t even see a blip.”

– Vahram Sukyas, vice president of live operations at M-GO

Solution

In response to the need to keep the premium streaming service running at optimal capacity, Sukyas turned to ScaleArc’s database load balancing software. Initially, Sukyas and the team considered using a Layer 3 load balancing solution but quickly found the product lacked key performance insights.

M-GO deployed the ScaleArc software between the Galera database cluster and its transactional application to ensure availability and performance of M-GO’s entertainment services. By taking advantage of ScaleArc’s auto failover capabilities and its seamless integration with Galera, M-GO was able to ensure zero downtime for its application.

To perform maintenance updates in the past, Sukyas and his team would have to fail over the application, secure a maintenance window and spend hours trying to run and manage the operation. Now with ScaleArc, maintenance updates can be performed without disrupting service.

“ScaleArc’s notion of zero downtime for applications was really a ‘wow factor’ for me,” said Sukyas. “I had never worked with a company before that understood how to get active/active MySQL workloads right. With ScaleArc, we can perform all of our maintenance tasks – even the ones that result in table locking – all in the middle of the day. We can redirect traffic away from our master nodes, and using ScaleArc’s failover capabilities, the application and our business doesn’t even see a blip.”

Sukyas also values the new insights into SQL queries – insights he’s never obtained from any other tool. “ScaleArc’s analytics provides us with the actionable insights we need to differentiate queries and make decisions about optimization and caching,” said Sukyas. “We wanted to have full visibility into how our application interacted with our database tier under a production load. ScaleArc’s analytics provides us the information we need to make sure our service is extremely fast and responsive to our customers.”

“ScaleArc has even helped decrease our transactional processing time,” added Sukyas. “By using ScaleArc for MySQL, we are able to give our customers the ultimate viewing experience.”

Benefits

After deploying ScaleArc, M-GO is able to experience:

Zero Downtime – ScaleArc’s auto failover capabilities ensure continuous uptime for the application, during both planned and unplanned downtime. Higher availability translates into more online transactions completed and increased customer satisfaction.

Increased Visibility – Real-time analytics provide significant insights into queries, enabling M-GO to quickly identify sources of availability or performance issues and address them with no application interruption.

Better Performance – Dynamic load balancing ensures high performance, transactional integrity, and application-level control.



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ScaleArc is the leading provider of database load balancing software. The ScaleArc software inserts transparently between applications and databases, creating an agile data tier that provides continuous availability and increased performance for all apps. With ScaleArc, enterprises also gain instant database scalability and a new level of real-time visibility for their application environments, both on prem and in the cloud. Learn more about ScaleArc, our customers, and our partners at www.scalearc.com.

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