

TURNING METRICS INTO BUSINESS INSIGHT

Expanding Infrastructure During Rapid Growth



OUR PARTNER

Founded in 2007, Fitbit designs products and experiences that fit seamlessly into people's lives so they can achieve their health and fitness goals. As a pioneer in the connected health and fitness market, Fitbit went from a startup to a tech powerhouse in a short period of time.



THE CHALLENGE

When we partnered with Fitbit, they were experiencing rapid growth, quickly growing from a 50-employee company. Fitbit was looking for a highly skilled team to immediately assist in moving their infrastructure forward; from low level builds to massive data logging and metric systems. As their data set grew larger, they wanted to avoid a slowdown in analytics and needed to meet the diverse business needs of their internal customers—from software developers to customer support personnel.

THE SOLUTION

We provided Fitbit with an expert team to move its infrastructure forward to meet the quickly expanding needs of the company. We introduced a way to store data logs in one centralized location, provided faster methods to search and analyze large data sets and we set up monitoring tools to make it easy to store, retrieve, share and visualize time-series data. As an ambitious, fast-growing company, Fitbit was able to gain the useful and cost-effective information necessary to answer critical business questions and maintain performance, integrity and data security. Plus, as they continue to expand, their data solutions can grow with them and continue to meet the needs of the organization.

We have built monitoring and metric systems that have scaled to seamlessly and cost-effectively support tens of millions of end-users on a global basis.



MONITORING

908,000 logs per second
130TB processed per day
1PB (1024TB) online storage
330 billion documents



METRICS

5.5 Million samples per second
125 Million time series
42TB online storage

THE RESULTS

- ▶ A complete, scalable analytics platform
- ▶ Real-time data and analytics
- ▶ Substantial savings on operating costs
- ▶ Increased efficiency via streamlined processes
- ▶ Powerful search capabilities
- ▶ Strategic staff augmentation
- ▶ Increased data storage
- ▶ Methods to easily store and graph metrics
- ▶ Track performance of websites, applications, business services and networked servers
- ▶ Store time series in efficient custom format
- ▶ Generate ad-hoc graphs, tables and alerts

From design and development to launch and beyond, we partner with you every step of the way to find solutions, integrate new technology and bring your vision to life.