



**rackspace**

Customer Case Study – Entertainment

# Entertaining the masses with optimized digital content

Chive Media Group uses ObjectRocket to manage their NoSQL databases so they can focus on digital publishing.

## Our customer

Founded in 2008, Chive Media Group consists of a family of websites and apps including theCHIVE, CHIVE TV, Chive Studios, Chive Charities and more. Chive Media Group is headquartered in Austin, Texas, with 170 full-time employees nationwide.

## The obstacles they faced

Chive Media Group needed to solve a variety of database-related business problems, but none of its staff had deep expertise in non-relational databases. It needed a partner that offered a complete solution to manage instances of MongoDB, Redis and Elasticsearch so it could focus on growing their digital media business.

## How we helped

IT Transformation; ObjectRocket for MongoDB®; ObjectRocket for Redis®; ObjectRocket for Elasticsearch®

## What we achieved together

Chive Media Group has been able to add innovative new offerings – without needing to hire additional database management staff – by outsourcing managed NoSQL database services to ObjectRocket, which helps the organization adapt quickly to changing business needs while dramatically cutting costs.



**CHIVE**  
MEDIA  
GROUP

## Delivering a premium user experience for a growing audience

In ten years, Chive Media Group, parent company of flagship humor property theCHIVE, has grown from a lone photo blog into a global lifestyle brand dedicated to delivering the best user experience across desktop, mobile web, apps, podcasts and over-the-top (OTT) channels.

With tens of millions of monthly users and hundreds of millions of content views and transactions across its wide variety of properties, Chive Media Group relies on being able to access and effectively process large amounts of data to deliver the premium user experience its audiences expect.

To accomplish this, it runs multiple MySQL databases, which it supplements with MongoDB, Redis and Elasticsearch instances as needed. ObjectRocket experts help Chive Media Group choose and manage the right database solution for the right job based on each channel's specific use cases and business needs.

## How Chive Media Group uses managed database services

Digital media companies like Chive Media Group must continually work to maintain audience loyalty. They must also diversify their offerings to minimize the negative impact of media distribution changes by popular social channels like Facebook, over which they have no control.

Chive Media Group has stayed ahead in part because it has consistently offered quality content that appeals strongly to its target audience while maintaining an optimized user experience.



*“What’s really helpful to me as CTO is that we don’t really have to have that non-relational database expertise in-house. We rely on ObjectRocket to help us optimize our queries at what is sometimes an absolutely insane scale.”*

Alen Durbuzovic  
CTO, Chive Media Group

Plus, it has launched new products such as iCHIVE, a user-generated interactive content contribution platform, and CHIVE TV, which streams humorous content and paid promotional material on dedicated devices in more than 3,000 bars nationwide. The goal of these new products is to keep users engaged and create new distribution models to put its content in front of as many eyes as possible.

*“Everyone on our team was new to MongoDB. This was our first Mongo project, so for the first year or two, it was immensely helpful to be able to Slack our ObjectRocket database experts to ask questions in real time. With ObjectRocket, we don’t have to wait around for answers.”*

Chris Brundage – IT Manager, Chive Media Group

Chive Media Group has been able to build, offer and optimize iCHIVE and CHIVE TV with the help of ObjectRocket managed database services for MongoDB, Redis and Elasticsearch. By applying the right tools for the right purposes, ObjectRocket has made it possible for Chive Media Group to maintain and grow its media footprint and revenue.

## Optimizing for different use cases

By choosing ObjectRocket and its suite of managed database-as-a-service solutions, Chive Media Group has been able to launch new properties and build features quickly

and easily because it doesn’t have to worry about the database piece. It can concentrate on building its digital media business while leaving the rest to the knowledgeable experts at ObjectRocket.

However, because the new platforms are very different, they present divergent use cases that require their own database solutions. For example, Chris Brundage, IT Manager, notes that while MongoDB was the right solution to help launch iCHIVE, the team quickly discovered that Mongo is not the best solution for account management.

So it worked with ObjectRocket to optimize account-related queries. “ObjectRocket got us to shift that functionality into Redis, which has solved the problem beautifully,” said Brundage.

To power full-text searches on iCHIVE and media library searches on CHIVE TV, the organization is using Elasticsearch. And in an innovative new use of Elasticsearch, this solution is now enabling bar owners to manage campaigns and billing on CHIVE TV.

## Why ObjectRocket

ObjectRocket helped Chive Media Group optimize user experience while cutting costs by moving some processes to MongoDB, Redis and Elasticsearch, and managing those instances for them. ObjectRocket is able to help ensure that interactions on every channel remain high quality and very fast.

Chive Media Group originally chose ObjectRocket because it was already working with Rackspace, the parent company of ObjectRocket. Because ObjectRocket was already fully integrated with the Rackspace ecosystem, it was a smooth and easy addition to its services.

What impresses Brundage the most about working with ObjectRocket is that

ObjectRocket DBAs are always available in real-time via Slack. It’s as if they’re working with in-house DBAs, even when they’re not.

## High-touch expertise with exceptional support

What stands out about Chive Media Group and all its properties is that it’s managed to stay nimble and continue to grow in a constantly changing media distribution environment that has set many competitors back dramatically.

By choosing ObjectRocket to set up and manage the best solutions for new use cases as they arise, Chive Media Group has been able to launch new properties while maintaining smooth operations and increasing its user base to both user-generated content and business-to-business models.

*“With ObjectRocket, we don’t have to be MongoDB, Redis and Elasticsearch experts. We rely on them to make recommendations and keep things running and performing optimally.”*

Alen Durbuzovic – CTO, Chive Media Group

## About Rackspace

At Rackspace, we accelerate the value of the cloud during every phase of digital transformation. By managing apps, data, security and multiple clouds, we are the best choice to help customers get to the cloud, innovate with new technologies and maximize their IT investments. As a recognized Gartner Magic Quadrant leader, we are uniquely positioned to close the gap between the complex reality of today and the promise of tomorrow. Passionate about customer success, we provide unbiased expertise, based on proven results, across all the leading technologies. And across every interaction worldwide, we deliver Fanatical Experience™. Rackspace has been honored by Fortune, Forbes, Glassdoor and others as one of the best places to work.

Learn more at [www.rackspace.com](http://www.rackspace.com) or call **1-800-961-2888**.

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