



**rackspace**

Customer Case Study – Technology

# Synchronoss serves data – and memories – for tens of millions

Synchronoss makes it a breeze for subscribers across the globe to switch to new smartphones, counting on Rackspace’s managed services for AWS to help keep precious memories and sensitive data safe.

## Our customer

Synchronoss helps Technology, Media and Telecommunications companies create new revenue and delight subscribers with cloud products supporting millions of subscribers worldwide.

## The obstacles they faced

After the explosive success of its content transfer service, Synchronoss needed to process 300 terabytes per day of highly personal subscriber data, preventing the company from focusing on its core business.

## How we helped

IT Transformation; Professional Services; Managed Hosting – Dedicated Servers; Managed Hybrid Cloud; Managed Public Cloud – Service Blocks – AWS; Infrastructure – Storage

## What we achieved together

By partnering with Rackspace to harness AWS technology, Synchronoss can provide a reliable, secure personal cloud solution at massive scale, helping tens of millions of subscribers maintain cherished memories across devices.





*“Our cloud solutions have taken in north of about 300 terabytes of data in a given day.”*

Pat Doran  
CTO, Synchronoss

## Keeping personal data safe and digital assets always available

The mission of Synchronoss Technologies is to help Technology, Media and Telecommunications (TMT) companies drive new revenue and delight their subscribers, supporting millions of subscribers worldwide with cloud, digital and messaging products.

One of the toughest challenges for Synchronoss' Tier 1 Operator customers is helping subscribers safely transfer their personal data whenever they upgrade to a new smartphone. To help customers simplify

that process, Synchronoss has developed a data storage and processing solution that allows them to move seamlessly from one device to another.

Synchronoss' mobile content transfer service handles highly personal subscriber data such as photos and passwords. So ensuring its reliability is absolutely critical for Synchronoss to fulfill the promises it makes to its customers.

“In our world today, the device is replaceable, but those memories are not,” explained Mary Clark, Chief Product Officer and CMO for Synchronoss.

“We have millions of subscribers worldwide... their photographs, those vital digital assets that they have, are utterly critical for us to ensure that we have the best possible environment to support them, to ensure that those memories are absolutely maintained, and capable of being pulled down and shared and expanded, and essentially made available to them at any moment in time.”

## Massive success means massive data

As large TMT providers adopted the Synchronoss cloud solution, scaling it became a colossal technical challenge.

“Our cloud solutions have taken in north of about 300 terabytes of data in a given day,” said Pat Doran, CTO and Executive Vice President at Synchronoss.

“On this scale, it's hard to really visualize until you walk into a data center that has even 25 petabytes of data. It's bigger than the average house. So now imagine 100, 200, 300 petabytes, and having to scale that over time. It's a fantastically complicated operation. Outside of some of the very large, over-the-top solutions in Silicon Valley, it's one of, if not the largest cloud solution out there.”

Before long, tackling this massive data challenge had become a major distraction from the company's core mission of helping

TMTs drive revenue and delight consumers. After conducting an extensive cost assessment, it became clear to Synchronoss that managing the infrastructure to support this service in-house wasn't going to be a scalable option.

"We don't want to necessarily be in the hosting business," said Clark. "That's not our core capability. What we want to be focusing on is: how do I make that interface, that interaction, that client, for example, be as feature-rich and as interesting and compelling to use as possible? That's what we want to focus on."

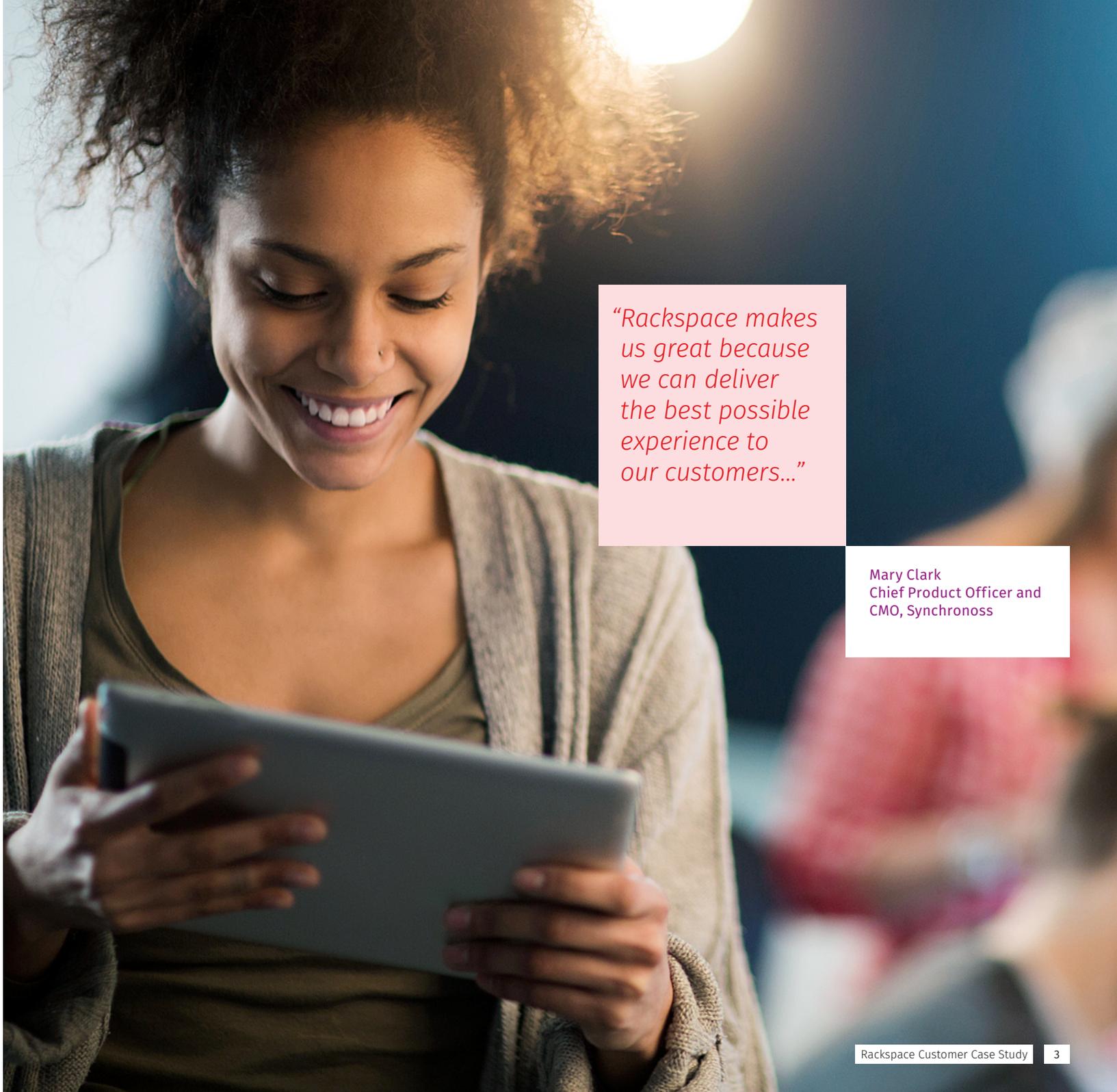
## Finding the right tool — and partner — for the job

Given the size and the scale of the data in question, Synchronoss eventually realized that the best option would be to move the backbone of the content transfer service to a public cloud model.

When Synchronoss began introducing cloud services it landed on AWS as the platform of choice. But there was a problem, according to Doran: "There's a level of service that as an enterprise we're used to getting from a lot of our vendors that maybe you don't get from the public cloud providers. You get a lot of great technology, and you get great economies at scale, but the level of service is not quite what you need for an enterprise IT organization such as the one that Synchronoss has."

Doran knew he needed to find a partner to help his team design, migrate and support a solution on AWS. But that was easier said than done.

"There are very few potential partners that could actually stand up to our scrutiny when we started to talk about the size of the data. That became a very, very small pool of



*"Rackspace makes us great because we can deliver the best possible experience to our customers..."*

Mary Clark  
Chief Product Officer and  
CMO, Synchronoss

potential prospective partners, particularly as we started think about leveraging AWS,” said Clark.

In the end, Rackspace “became an obvious frontrunner...They provided world-class cost to serve for the AWS platform, and also allowed us to combine on-premises, public cloud and private cloud solutions...in the timeframe that works for Synchronoss,” added Doran.

Not a challenge “for the faint of heart”

Synchronoss knew that moving to AWS would be a monumental undertaking. But together with Rackspace, it knew it had the expertise to see it through.

“[There was] 100 petabytes of storage that would need to be moved from its current data centers to the cloud to Rackspace and Amazon,” said Doran. “That is all while we are taking in hundreds of terabytes of data every day...That’s a complex thing to orchestrate, figuring that out, doing it optimally, not just from the technology point of view, but a cost point of view.”

Clark put it a little more bluntly: “This is not something to be attempted for the faint of heart. We have to ensure that we have constant-up solution availability here. There was no question that Rackspace has the capability and the infrastructure know-how for that enormous task.”

In the end, making the transition possible was a team effort. “The migration to AWS required deep knowledge of our platform and of the cloud providers,” said Doran. “Synchronoss has the knowledge of the platforms and Rackspace has the knowledge of the cloud providers. Together, we can execute that migration much better than Synchronoss could have done on its own.”

## AWS tech + enterprise-grade support

In the end, Synchronoss attributed the ongoing success of its partnership with Rackspace to a combination of deep AWS expertise with a passionate commitment to helping the company succeed.

Rackspace provided a broad array of cloud services, tooling, architecture guidance and best practices — all backed by AWS-certified engineers and high-touch, around-the-clock support. And thanks to the Rackspace Service Blocks model, Synchronoss was able to access the right tools and expertise at the right time, even as their AWS needs evolved.

*“Rackspace helped us take what was sort of a skunkworks project that we had done on several smaller deployments to something that we feel as an organization comfortable scaling in to the future.”*

Pat Doran – CTO, Synchronoss

“We have people that we can look in the eye, architects that the team know by name and know how to work with, and that they trust as members of our team,” said Clark.

Doran agreed, crediting the partnership for helping Synchronoss make the company’s aspirations for AWS a reality. With Rackspace as a trusted partner, Synchronoss has a solution that scales far into the future.

## Striving for greatness – together

Rackspace leverages its partnerships and deep experience across the world’s leading clouds to build custom-fit solutions for every customer. The result is to free up the tech talent within the customer organization so teams can get back to what matters most to their businesses. “It allows us to focus on our product, which is where we can competitively differentiate ourselves,” said Doran.

“Rackspace brought both the architecture knowledge and the partnerships with public cloud providers to be able to handle any amount of data that our customers might produce, which allows our sales team to go and sell without having to worry about capacity constraints. It allows me to manage the business knowing I’ll have an optimal cost structure through Rackspace without having to try to basically build my own data centers, while supporting a very large product and engineering build.”

Clark agreed, saying that in the end, it’s all about the customer:

“Rackspace makes us great because we can deliver the best possible experience to our customers...a personal cloud solution that is reliable, dependable and secure for our subscribers to maintain those cherished memories, and those very important digital assets that all of us have come to rely upon.”

## 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™ — the best customer service experience in the industry. 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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