

CASE STUDY

Sysomos Uses Hybrid IT to Grow Social Intelligence Service



At a Glance

Customer:
Sysomos

Industry:
Social Intelligence

Challenge:
Manage a fast-growing business with shifting compute needs based on customer demand

Solution:
Scalable infrastructure leveraging CenturyLink Colocation and Cloud services to meet end user demand



Sysomos is a growing Canadian company whose social intelligence solutions enable enterprises to listen, monitor, analyze, and report on social media activity related to their brands. The company's algorithms, tools and data-mining capabilities deliver the ability to monitor any and all relevant conversations across social networks such as Twitter, YouTube, Tumblr, Instagram and Facebook. This is critical when brands need it most — in today's fast-moving and unforgiving era of social media chatter, organizations need to constantly stay on top of what's being said about them, and how to respond to it. Sysomos offers real-time insights and advanced sentiment analysis and its tools gauge the results that a particular marketing campaign is producing during and after the campaign.

"What are people talking about? Did it have the impact we wanted?" said Timothy Torres, Sysomos senior vice president of infrastructure. "We give customers that insight, in real-time. And of course around Oscars, Emmy's, big, big media events — Super Bowl in the US or the Olympics — we'll get massive amounts of traffic. All of the advertisers, marketers who are tied to those companies that spent money there, they want to see what they're getting out of it."

Challenge

Expanding resources on the fly

Sysomos spun out from another company early in 2015. As a result, the company needed to move to new facilities and that required the first of many IT decisions. Do you move the data center into that new facility, or begin building a hybrid strategy with partners? Sysomos chose the hybrid approach and signed with a colocation vendor. That relationship hit problems when outages occurred. The real-time nature of the Sysomos solution meant that the outage had ripple effects even when service was restored; the monitoring and analytic tools must first catch up to the flow of social media posting before it can return to real time monitoring which is part of Sysomos's customer expectation. So, even a short outage had a very disruptive effect on the business. Uptime was critical as Sysomos built its business and IT strategy.

"Any kind of slip at the scale of the data that we process and deliver will cost us money, and we can't allow that to happen," Torres said.

Sysomos has also found itself growing quickly as more name-brand customers discovered its technology. A new Fortune 500 customer with brands that garner a lot of social media traffic could easily outstrip the resources of an in-house data center or even those owned but in a colocation arrangement. The compute need to monitor a new large campaign in real-time could outstrip those available through directly-owned infrastructure. Sysomos needed an on-demand capability that would scale up or down as needed.

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Solution

CenturyLink Colocation, Cloud

Sysomos has established a growing relationship with CenturyLink. It started with CenturyLink Colocation to house Sysomos's owned infrastructure. As Sysomos grew its customer base and garnered attention in the marketing community, it needed more capacity at a moment's notice. The company quickly expanded from colocation into CenturyLink Cloud to deal with on-demand infrastructure needs.

As network demand increased around key events that drive social media spikes — like sports — CenturyLink established a redundant environment in two data centers to help Sysomos manage network traffic and load balancing.

Results

Sysomos manages the business, not the infrastructure

Sysomos has grown revenue and customers without any service outages. Through the cloud, the company now accesses more than six times the amount of compute horsepower found in their colocation arrangement.

CenturyLink has also offered a trusted advisor relationship as Sysomos has experienced explosive growth. The two companies

work together to plan infrastructure needs as the business grows and key events that will require added capacity pop up on the radar. Because the Sysomos business prioritizes real time activity, the relationship has allowed Sysomos staff to focus on those real time needs for customers such as tweaking algorithms and crunching data into insights rather than managing infrastructure.

“CenturyLink is a great partner. They operate with integrity. We trust them with our business.”

Timothy Torres, Senior Vice President of Infrastructure

Future

New managed services to drive growth

Sysomos is exploring using CenturyLink cloud security services as well as growing the business into European and Asian data centers via CenturyLink Cloud.

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