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Not Your Average Billion Dollar Industry

How SendMe Inc. tapped GroundWork Monitor Enterprise for business effectiveness

About SendMe Inc.

BUSINESS

Leading provider of subscription web-to-mobile entertainment services.

NEEDS

• Cost–effective

• Advanced alerting and reporting

• Easy to implement and configure

• Flexibility to customize as monitoring needs grow

RESULTS

• Implementation completed in three weeks

• Service Level Agreement targets met and exceeded

• Ability to become pro–active in remedying pain points and bottlenecks.

WEBSITE

www.sendme.com

Watching a movie or television show from the late nineties or early 2000's that features a cell phone is a great reminder of the pace of innovation the wireless industry has seen in the last decade. Fueled by widespread global adoption and customizable user technologies, the mobile industry has spawned a multibillion-dollar market in ringtones, wallpapers, games, and texting services.

SendMe Inc, the umbrella company that operates portfolio brands SendMeMobile.com, SoLow.com, mbuzzy.com and WT411.com, has emerged as the fastest–growing provider for subscription-based web-to-mobile entertainment services in the U.S. Catering to teens and young adults, SendMe allows fans of pop culture to take their passion with them on their cell phones.

Delivering media to mobile devices is a very large operational undertaking that requires efficiency and expertise in storage, bandwidth, uptime, and delivery mechanisms.

CONSOLIDATING CONTROL

SendMe's growth over the years was partially fueled by the acquisition of multiple smaller organizations. Thus SendMe's IT infrastructure was supported by several managed hosting providers, making monitoring and other enterprise initiatives difficult to achieve.

This fractured configuration was consuming too much time, energy, manpower,

and expense to maintain as the company grew. More importantly, sharing equipment with other companies limited SendMe's ability to monitor their own systems, which made it harder for the company to react to business and IT needs.

In an effort to improve monitoring, performance, scalability and to reduce costs, SendMe launched a collocated datacenter and immediately looked to implement an enterprise monitoring solution.

> **"**Selecting GroundWork was a pretty easy decision for us. It met all of our business and operation needs of being easy to install, quick to learn and affordable.**"**
>
> — Wilvin Szeto, VP Technology Operations, SendMe Inc.

AN EASY DECISION

With the new datacenter up and running, SendMe promptly looked to address their monitoring needs. For ease of integration, they narrowed their selection process to mainly open source solutions and quickly found what they were looking for in GroundWork Monitor.

"Selecting GroundWork was a pretty easy decision for us. It met all of our needs of being easy to install, quick to learn, affordable, and met all our business and operation needs," said Wilvin Szeto, VP Technology Operations.

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IMPLEMENTATION EASE

Given that SendMe was not just new to GroundWork but also to datacenter monitoring, the company enlisted the help of a consultant who had prior experience with both Nagios® and GroundWork Monitor implementation and configuration.

Because Nagios® is a key component of Groundwork, SendMe found that enlisting implementation advice for GroundWork to be much easier and more affordable than looking for an implementation partner of a proprietary monitoring solution. Implementation and configuration of GroundWork were completed in less than three weeks, allowing the company to be up and running without devoting major funds to ensure a successful implementation.

SMOOTH SAILING
ND CONTINUED SUCCESS

Since the initial implementation, SendMe has had the flexibility to scale their deployment to monitor new additions to their datacenter. GroundWork's flexible architecture allows for easy integration and configuration to monitor utilities, front-end applications, database servers, network and load balancers, and other hardware devices.

The company now utilizes GroundWork for 24x7 monitoring of their datacenter and has developed custom thresholds and alert criteria determined by their business and product operations. The proactive monitoring has yielded tremendous results that allowed SendMe to continue to meet subscriber demand without fearing operational bottlenecks within their IT infrastructure.

"The alerting capability gives us the ability to stay a step ahead of the problems. As a result, we are seeing reduced system downtime, increased application performance, and improved control over our IT environment. We have been able to not only meet, but actually exceed our SLA (Service Level Agreement) targets thanks largely to Ground-Work," said Szeto.

With rising wireless handset adoption and more robust operating systems, functionality, and content distribution channels such as third party app stores, it's likely that SendMe's growth has only started. Now with operational control over consolidated hardware along with GroundWork proactively monitoring key metrics, SendMe has the operational secret recipe needed to sustain their rapid growth.

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ABOUT SENDME

SendMe, Inc. turns any mobile phone into a portable playground. As the premier mobile media company, SendMe's family of destination sites lets you seamlessly take the fun from the Web to your mobile phone with the broadest and best content, entertainment and community. SendMe's four properties —SendMeMobile.com, SoLow.com, mbuzzy.com and WT411.com — deliver the latest from today's pop culture sensations, niche independent creations, and stuff from our own community that will keep you coming back for more. Whether you're searching for content from the hottest musical artists, looking to meet new friends through mobile social networking, or eager to play for cash and prizes on your phone, SendMe brings it all to you — how you want it, when you want it. Founded in 2006 by three veteran online and mobile entrepreneurs, SendMe is funded by Triangle Peak Partners, GrandBanks Capital, Spark Capital and True Ventures. For more information, visit www.sendme.com.

ABOUT GWOS

San Francisco-based GroundWork Open Source, Inc. (GWOS) is the market leader in commercial open source network and systems management software, delivering enterprise–class network, system and application management solutions at a fraction of the cost of proprietary solutions.