> *"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."*
>
> Wilvin Szeto
> VP Technology Operations
> SendMe

Business

Leading provider of subscription based 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 proactive in remedying pain points and bottle necks

SENDME CASE STUDY

NOT YOUR AVERAGE BILLION DOLLAR INDUSTRY

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 multi billion-dollar market in ringtones, wallpapers, games, and texting services.

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

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

CONSOLIDATING AND TAKING CONTROL

SendMe's growth over the years was partially fueled by the acquisition of multiple smaller organizations. Because of this, their 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 ongoing business and IT needs.

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

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.

IMPLEMENTATION EASE

Given that SendMe was not just new to GroundWork but also to datacenter monitoring, they 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 consultative implementation advice to be much easier and affordable than looking for an implementation partner of a proprietary monitoring solution. Implementation and configuration of GroundWork was completed in less than 3 weeks, allowing the company to be up and running without devoting major funds to ensure a successful implementation.

.

GWOS
GROUNDWORK OPEN SOURCE

SENDME CASE STUDY

SMOOTH SAILING AND 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 which has in turn 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 GroundWork," said Szeto.

With wireless handset adoption on the rise as well as more robust operating system platforms, functionality, and content distribution channels like 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.

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 take the fun from the Web to your mobile phone with the broadest and best content, entertainment and community out there. SendMe's three properties - www.SendMeMobile.com, www.SoLow.com and www.mbuzzy.com - deliver content from today's pop culture sensations, niche independent creations, stuff from our own community that will keep you coming back for more. Included in our premium content at SendMeMobile.com are wallpapers, one-of-a-kind mobile games, and the hottest, latest mobile ringtones.

"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 GroundWork."

Wilvin Szeto
VP Technology Operations
SendMe

ABOUT GWOS

San Francisco-based GroundWork Open Source, Inc. (www.gwos.com) 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.

139 Townsend Street, Suite 500
San Francisco, CA 94107
Toll-free: (866) 899-4342
Tel: (415) 992-4500
Fax: (415) 947-0684

info@gwos.com
www.gwos.com