

# Braze embraces hyper-growth while pushing database technology to its limits

Customer engagement software company relies on ObjectRocket from Rackspace Technology for massive scale and expert MongoDB management.

## Our customer

Braze develops customer engagement software for dozens of well-known brands, including Domino's Pizza, Venmo, HBO, Disney and Microsoft.

## The obstacles they faced

As the software company experienced massive growth, managing the sheer volume of data and database instances became an operational challenge.

## How we helped

Business/IT Transformation;  
Infrastructure; Data Services

## What we achieved together

Backed by a team of data experts and on-demand management solutions, Braze has embraced its exponential growth, supporting a network of nearly two billion monthly users and maintaining more than 94TB of data.

*braze*





*“ObjectRocket has partnered with Braze to push MongoDB up to and possibly past its limits.”*

**Jon Hyman**  
CTO and Co-founder, Braze

## Braze has an enviable problem: managing its exponential growth.

The company develops customer engagement software that businesses use to manage their customer-facing messaging across multiple channels. Braze’s customers can optimize their marketing and engagement by using push notifications, email, mobile, SMS and web-based campaigns.

Braze elevates customer experiences and engagement for dozens of well-known brands, including Domino’s Pizza, Venmo, HBO, Disney, and Microsoft. With a current

network of more than 1.8 billion monthly active users, Braze expects to hit two billion users in the very near future.

Every month, tens of billions of messages to and from those users are managed through Braze’s technology, which is run on what may be the world’s largest installation of MongoDB, a cross-platform document-oriented database program.

As the company’s runaway growth continues, so must its ability to scale and provide service at all times. That’s where ObjectRocket’s managed database service has proven to be critical.

Today, database experts at ObjectRocket create, manage, adapt and maintain more than 94TB of data to keep up with Braze’s tremendous acceleration in the market.

## From DIY to Expertise-on-Demand

Back in 2012, Braze chose to architect a sharded MongoDB environment, preparing for future growth and scalability. That growth exceeded all expectations, as brand after brand used Braze’s customer lifecycle engagement platform for their app, website and/or email strategies.

But managing the sheer volume of data, as well as the number of shards and instances, began to present an operational challenge for the company. Braze needed help architecting and maintaining such a massive and sprawling database environment, while continuing to position itself for near-constant growth well into the future.

The Braze team saw Rackspace Technology as the kind of credible, well-established, service-focused partner it needed, and since Rackspace Technology acquired ObjectRocket, it became the natural choice. Another benefit to ObjectRocket’s cloud-based services: because data (such as SMS messages and email content) can be hosted

anywhere, not just on Rackspace Technology servers, Braze can continue to grow no matter where its customers' data is hosted. This server-and geo-agnosticism makes ObjectRocket's DBaaS (database as a service) offerings perfect for fast-growing market leaders like Braze.

In addition to providing expert and effective on-demand database management solutions and keeping Braze's instances highly available at all times, ObjectRocket's superior customer support model is reflective of Rackspace Technology's famous "Fanatical Experience." Braze's CTO and cofounder, Jon Hyman, particularly appreciates the immediate support via Slack, with an average response time of just three minutes.

"ObjectRocket has partnered with Braze to push MongoDB up to and possibly past its limits," said Hyman. Examples of that partnership include physical hardware changes, kernel tweaks, architectural changes, design assistance, application- and database-level design architecting, running a custom-patched MongoDB software version, indexing help and troubleshooting — plus upgrades to Braze's massive and ever-growing environments.

Hyman also cites what he calls ObjectRocket's "battle-tested readiness" as a key characteristic of its successful partnership with Braze. If Hyman can envision ways to optimize and scale Braze's instances, ObjectRocket willingly jumps in to help make it work, testing and optimizing instances as they go.

Braze has been able to keep its DBA headcount down while building and running a truly massive MongoDB installation, thanks to its reliance on ObjectRocket expertise and support. The strength of that offering is now globally recognized as ObjectRocket from Rackspace Technology becomes a certified worldwide cloud provider of MongoDB.

Said Hyman: "Rackspace's ObjectRocket portfolio offering has database administrators and engineers who fully support our data, not just the infrastructure, and have worked with us to customize solutions that optimize for our various customer needs. We're excited about their certification and partnership with MongoDB."

*"Rackspace's ObjectRocket portfolio offering has database administrators and engineers who fully support our data, not just the infrastructure."*

**Jon Hyman**  
CTO and Co-founder, Braze

## About Rackspace Technology

Rackspace Technology is modernizing IT in today's multi-cloud world. By delivering IT-as-a-service, we help customers of all industries, sizes and locations realize the power of digital transformation without the complexity and expense of managing it on their own. Our comprehensive portfolio of managed services across applications, data, security and infrastructure on the world's leading public and private cloud platforms enables us to provide unbiased expertise. Rackspace Technology 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**.

## About ObjectRocket

ObjectRocket's technology and expertise enable businesses to build better apps faster so developers can concentrate on creating applications and features without having to worry about managing databases. Our team of database administrators and engineers function as an extension of your team, providing full-service, on-demand database management 24x7x365.

This case study is for your informational purposes only. Rackspace Technology MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS CASE STUDY. All customer examples and the information and results illustrated here are based upon the customer's experiences with the referenced Rackspace Technology services and are not necessarily indicative of the future performance of Rackspace Technology services. Rackspace Technology detailed services descriptions and legal commitments are stated in its services agreements. Rackspace Technology services' features and benefits depend on system configuration and may require enabled hardware, software or additional service activation. Actual cost of specific hosted environment and performance characteristics will vary depending on individual customer configurations and use case.

Copyright © 2020 Rackspace :: Rackspace®, Fanatical Support®, Fanatical Experience™ and other Rackspace marks are either registered service marks or service marks of Rackspace US, Inc. in the United States and other countries. All other trademarks, service marks, images, products and brands remain the sole property of their respective holders and do not imply endorsement or sponsorship.

July 31, 2020 / Rackspace-Case-Study-Braze-ITT-TSK-2264