

DealerSocket SaaS Platform Uses ScaleArc to Shift Customers into High Gear

Company: DealerSocket

Headquarters: San Clemente, CA

Founded: 2001

Database Environment: SQL Server 2012 with AlwaysOn

About: DealerSocket is a leading SaaS platform for auto dealerships in the United States, Canada, and Australia. Dealers use the system to improve profitability through a fully integrated suite of marketing, sales, service, customer experience, dealer management system (DMS), data mining, and inventory management solutions.

www.dealersocket.com



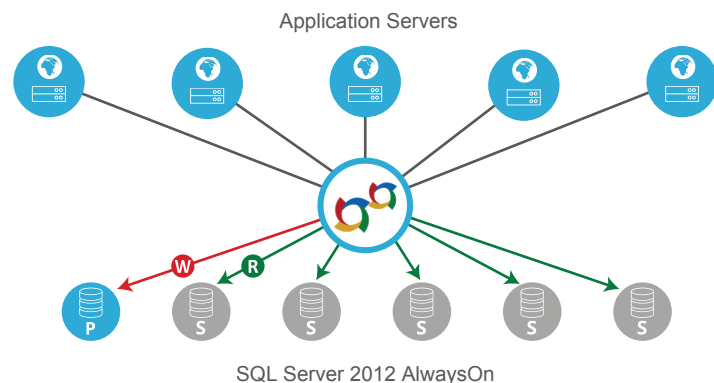
DealerSocket empowers more than 10,000 automotive dealerships, encompassing 300,000 active users in the United States, Canada, and Australia. DealerSocket’s advanced SaaS platform provides benchmarking data that paces the industry, identifies sales trends, and develops strategic roadmaps that help dealers optimize processes and operate more profitably.

Michael Atkins, IT operations for DealerSocket since 2011, manages the SaaS platform with a team of nine. The deployment includes 80 SQL servers running 4000 customer databases, and Atkins and his team must ensure consistent uptime and performance. “If we’re not running, our dealers’ businesses aren’t running,” says Atkins.

Over the past few years, DealerSocket’s customer base has been growing, and given the worldwide locations of the auto dealers on DealerSocket’s platform, there’s no time for downtime. “We have almost no window of time where we can do maintenance,” notes Atkins. The infrastructure was having a difficult time keeping up with the growth, and customers felt the pain of some system outages. Atkins needed a way to deliver much higher SLAs.

Business Challenges

- DealerSocket’s team needed to incorporate high availability (HA) into the infrastructure, including better ways of handling database failover
- To deliver non-stop operations for its growing customer base, DealerSocket needed to eliminate even planned downtime, such as maintenance windows



Benefits

- Leverage AlwaysOn and scale out without code changes
- App-transparent failover makes database failovers invisible to customers
- Zero downtime maintenance enables immediate security patching with no customer impact
- Caching, with no app changes, improves SaaS platform performance

“We had instances of database failover during business hours and no customers noticed. That is huge for us.”

– **Michael Atkins**
IT Operations, DealerSocket

Solution

A technology reseller introduced Atkins to ScaleArc and its database load balancing software, highlighting the capabilities for improving uptime and performance. The software would enable DealerSocket to take advantage of SQL Server 2012’s AlwaysOn scale out and failover without making any code changes to its SaaS platform.

Atkins deployed ScaleArc and immediately saw the uptime impact. “We had instances of database failover during our business hours and no customers noticed,” recalls Atkins. “That is huge for us.”

“After we saw how ScaleArc queued traffic during database failover and made the outage invisible to our customers, we then had the confidence to perform maintenance midday, with no impact on our customers’ businesses.” DealerSocket also used ScaleArc to identify queries that were strong candidates for caching. By implementing caching for read-only SQL query responses in an extremely granular manner, including high-frequency database calls and user credentials, the DealerSocket team decreased server load and increased database performance speed.

Results

After deploying ScaleArc, DealerSocket achieved the high availability and increased performance needed for its SaaS platform. While the initial, immediate pain point was availability, ScaleArc also delivered caching and simplified scalability, enabling DealerSocket to meet and exceed service level agreements with its growing customer base.

- **High Availability During Database Failover**
ScaleArc’s database load balancing software enables DealerSocket to deliver continuous uptime for its SaaS platform even during database failover, since the ScaleArc software holds transactions in queue while the failover completes.
- **Zero Downtime Maintenance**
ScaleArc’s switchover technology lets DealerSocket take a database server out of rotation for planned or emergency database maintenance or patching without application downtime.
- **Transparent Caching**
ScaleArc’s caching technology has improved the SaaS platform’s performance, with no code changes. DealerSocket can cache read-only SQL query responses in an extremely granular manner and control how and when the cache expires using various methods.



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ScaleArc enables consumer-grade apps for today’s digital business – apps that are never down, are always fast, and scale anywhere. ScaleArc’s database load balancing software helps organizations of all sizes eliminate application downtime from database outages or maintenance, improve application performance, and scale database capacity – all without writing a single line of code. As a result, ScaleArc customers increase revenue, reduce operational costs, and accelerate time to market. Learn more about ScaleArc and its customers and partners at www.ScaleArc.com.

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