

Customer Success Story

Smule

RSTOR

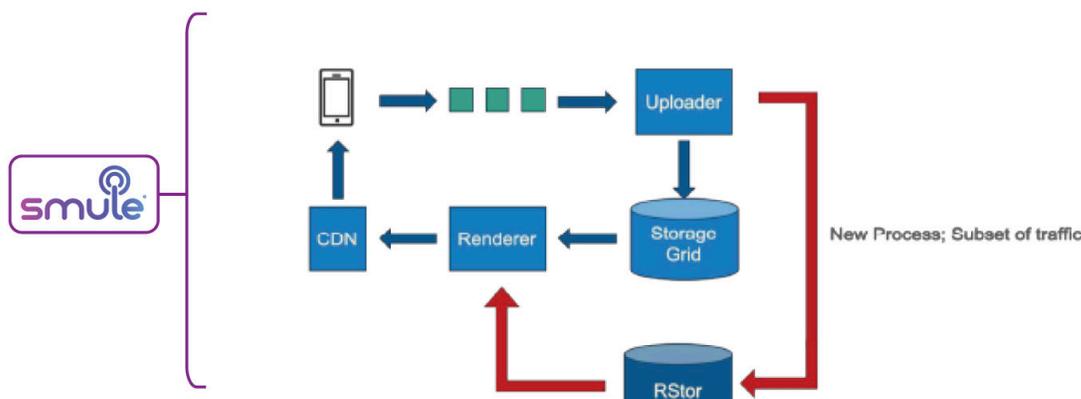
Smule is the social singing app, powered by a global community of tens of millions of music lovers. At its core, Smule connects people through music, and the shared experience of co-creation. Every day, singers from across the globe come to Smule to sing together and make connections that flourish into friendships. The app generates multiple petabyte scale raw data sets that require protected and reliable storage and computation.

Data Workflow

Smule currently has 3 Global Data Centers around the world. Each Data Center has storage and compute resources, and the supporting hardware is leased. Capacity listed here represents source data only, rendered content is pushed to each of the 3 locations and served locally.

LOCATION	CAPACITY	GEO-SERVED
Bay Area, CA	15 PB	US West
Ashburn, VA	2 PB	Eastern US LATAM EMEA
Singapore	6.5 PB	South East Asia (SEA) APAC India Australia, New Zealand

The Smule platform consists of storage, rendering systems, and API systems. Smule adds around 18TB of content daily.

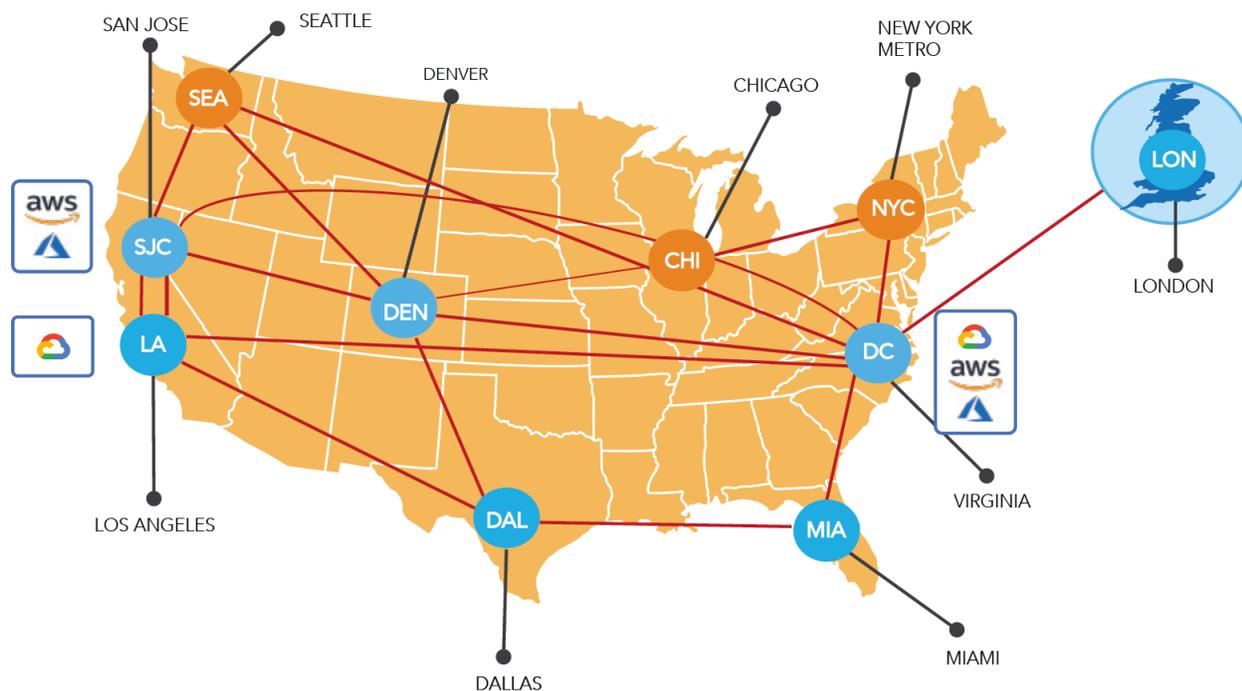


Content is audio and video. Upload for audio is sent in a single session as an API payload and is approximately 3 MB. Average video files are 20MB but can be as large as 70MB for a 10-minute file.

Active data typically ages as follows:

NUMBER OF DAYS	ACTIVE PERCENTAGE
0-7	80%
8-30	15%
31-90	3%

The RSTOR Fabric



Benefits

- RSTOR Space service allows Smule to securely store, retrieve and retain control over their data. The service provides the best attributes of cloud storage while enabling users to retain control of sensitive data – all at a low predictable cost.
- RSTOR Space provides industry standard access to data via multiple protocols – S3, NFS and SMB supporting the management of both files and objects. Inflight data is always secure using SSL and TLS. Optionally data can be stored encrypted using keys managed by Smule.
- Data is protected locally by industry leading erasure (8+3) encoding ensuring the highest level of resilience and performance. To provide additional resilience and remove regionality, RSTOR Space supports replication. Replicated data is also erasure coded.
- RSTOR Space also provides a simple user interface, where user, bucket and object policies are maintained allowing Smule control over their data.