



MEDIA TEMPLE CASE STUDY

# Higher Availability at Lower Cost for Epicure Digital

## KEY SUCCESSES

# High Availability at a Better Price.

### OLD PROCESS

01. Single server hosting both web and database tiers.

### NEW PROCESS

01. Separate servers instances for web and database tiers.

02. Highly available and geo-redundant database

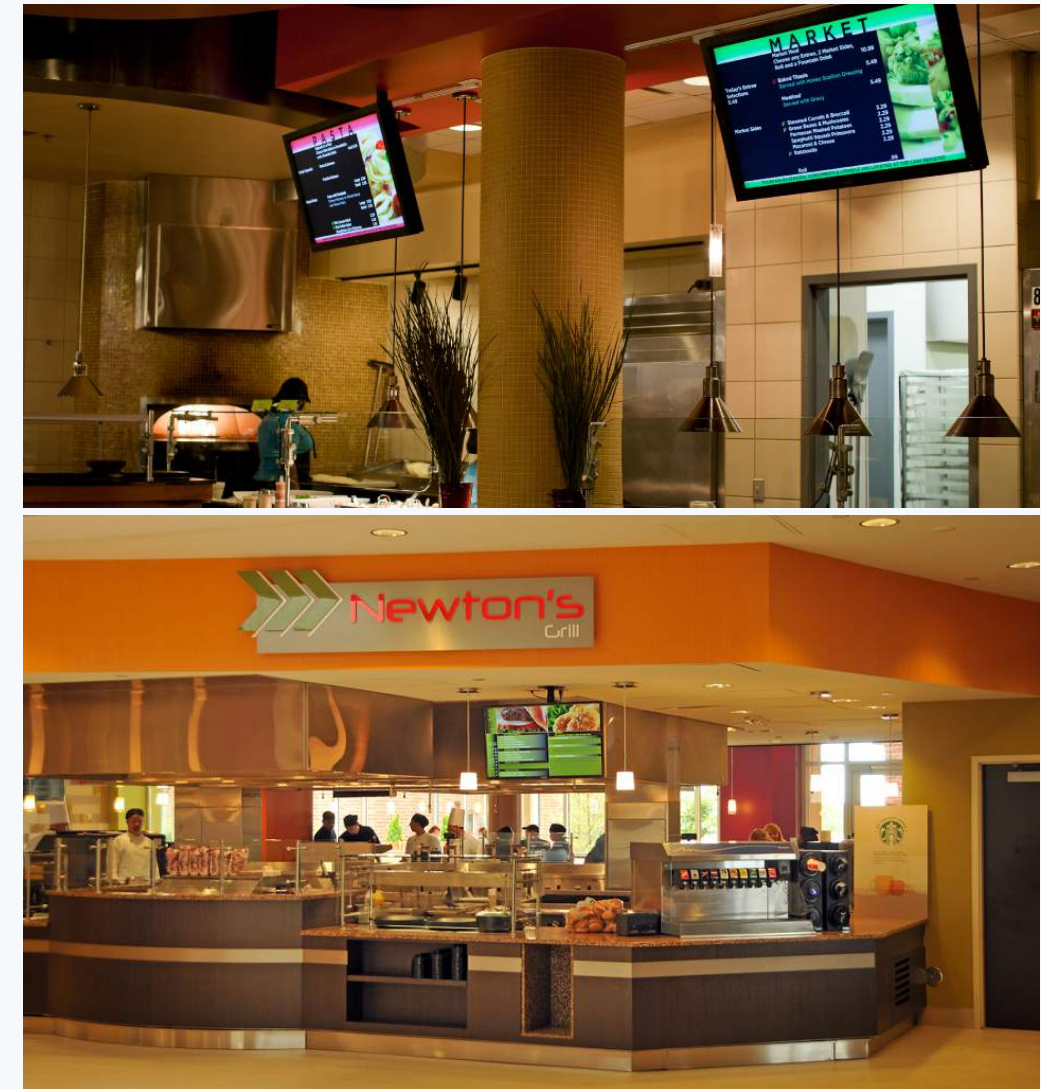
03. 36% cost reduction

# ABOUT EPICURE DIGITAL

Operating out of Beverly Hills, CA, Epicure Digital creates and displays rich, compelling multimedia menus for restaurants of all types - from university dining halls to the hot new restaurant in town. Epicure Digital's mission is to enhance the dining experience by improving point-of-sale marketing. With a growing client base, they needed more than their current system could provide.

## MEETING MEDIA TEMPLE

Media Temple was referred to Epicure Digital by an independent software developer who wasn't able to provide the level of support they needed for their re-architecture effort. Upon hearing about the depth of service Media Temple provided, Epicure Digital chose Media Temple as their AWS Managed Services Partner.



# THE MEDIA TEMPLE SOLUTION

## Increasing Availability of the Application While Reducing Costs

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A small company, Epicure Digital only had one developer and no full-time system architects to support their rapid growth. Their original platform consisted of a single server which hosted their entire application. This single point of failure was limited in capacity, unable to scale, and too expensive.

BEFORE



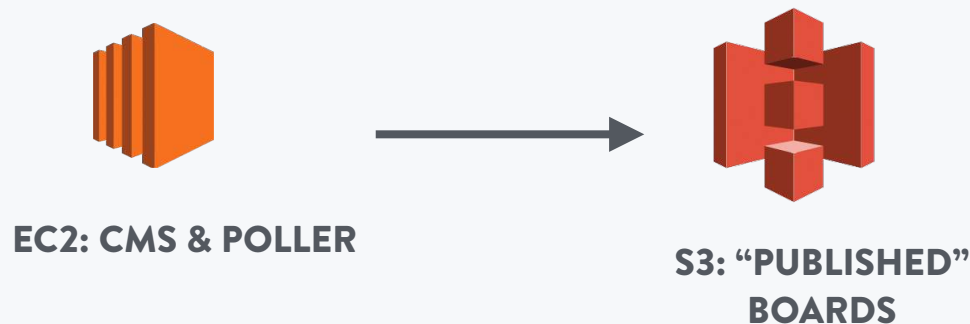


# THE MEDIA TEMPLE SOLUTION

## Increasing Availability of the Application While Reducing Costs

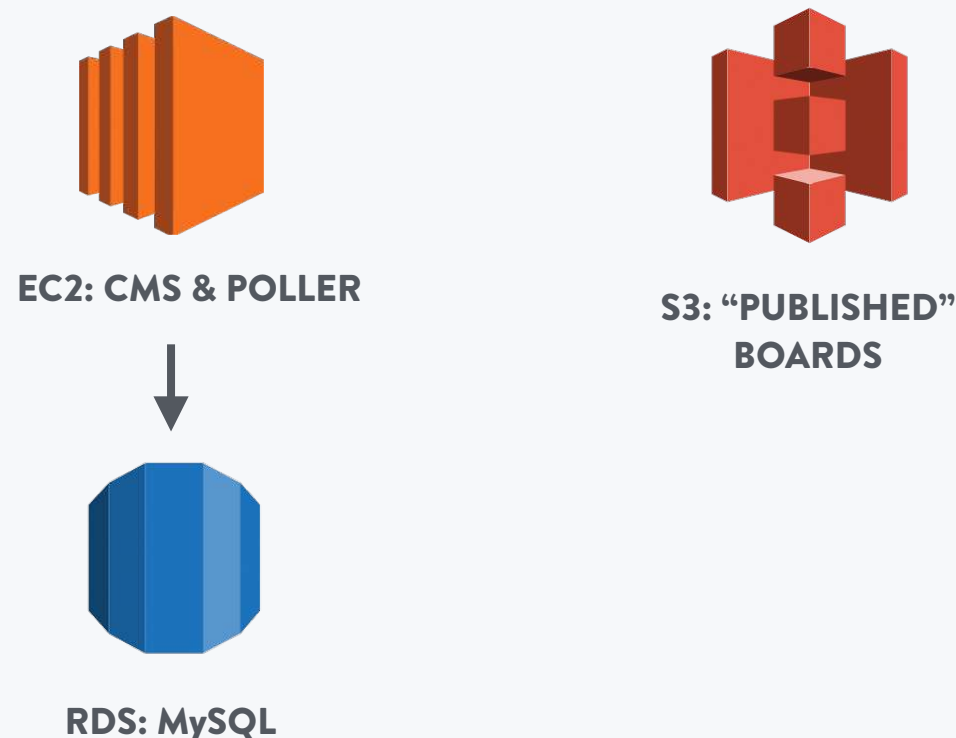
The Media Temple team presented several architecture options that would increase the availability of the application while reducing costs.

### Option 1: Innovative, inexpensive, but requires code development.



The first would have resulted in a 72% cost reduction while making the entire application both highly available and more performant. Unfortunately, this option required software development that required more time than Epicure Digital's roadmap could allow.

### Option 2: "Lift 'n Shift" with iterative operation



The second option, however, required only light software development. After implementation, the database tier would be highly available and costs for the entire solution would drop 36% compared to the current environment. Epicure Digital opted for this solution as an interim step in its journey towards the complete high availability of Option 1.

# WHAT HAPPENED NEXT

## Cloud-based Infrastructure Supporting a Growing Customer Base.

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Now up and running, Epicure Digital has been able to support their growing customer base by increasing their application's availability while reducing its cost. Media Temple's team has allowed them to thrive without a dedicated, in-house system architect, and their new cloud-based infrastructure has made them even more attractive to new clients.



*“Media Temple has been incredible. As a growing business, we’ve benefited hugely from their experience and expertise as we’ve made the challenging move to the Cloud. Our customers are happier, our bills are lower, and we couldn’t have done it without Media Temple.”*

**- Harvey Friedman, CEO at Epicure Digital Systems**