

A blurred, low-angle shot of a crowd of people walking on a paved surface, likely a rooftop or plaza, during sunset. The scene is bathed in a warm, golden light, with long shadows cast across the ground. The background shows a cityscape with buildings under a hazy sky.

MEDIA TEMPLE CASE STUDY

Preparing Karma Labs for Viral Scale

KEY SUCCESSES

A Highly Available Autoscaling Process

OLD PROCESS

01. Manually start an server instance.
02. Run a custom script to install code.
03. Add server instances to load balancer.

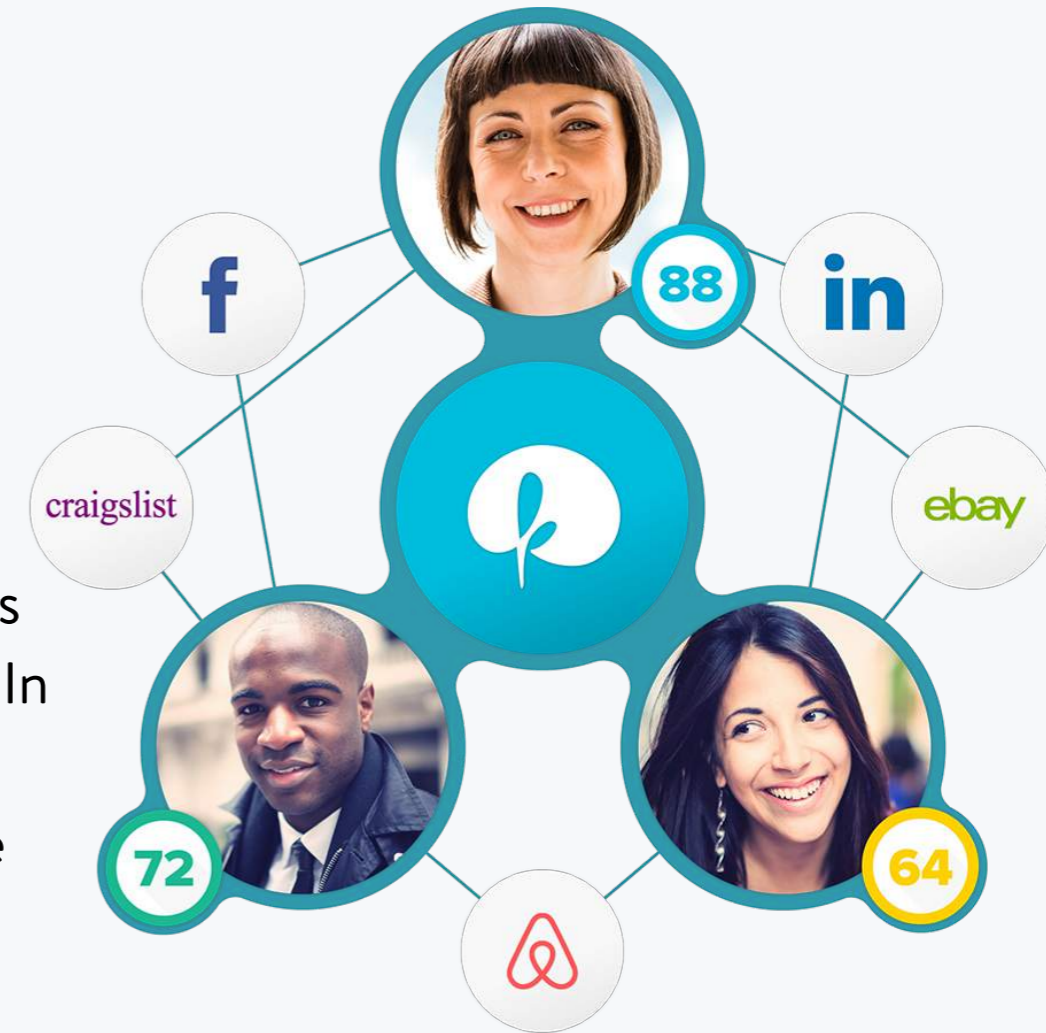
NEW PROCESS

01. Using a Packer image, server instances are scaled up and down automatically based on average CPU load.

ABOUT KARMA LABS

How do you know if you can trust a review on Etsy or an ad on Craigslist? By aggregating data across various social and ecommerce platforms, Karma calculates a score that can determine the legitimacy of a user's online review or sales pitch. The higher score, the more credible said reviews are.

While an extremely tech savvy startup, the lion's share of Karma's development was placed upon a few core members of the team. In between infrastructure management and manual deploys, time became a precious commodity as the company prepared to scale out of beta.



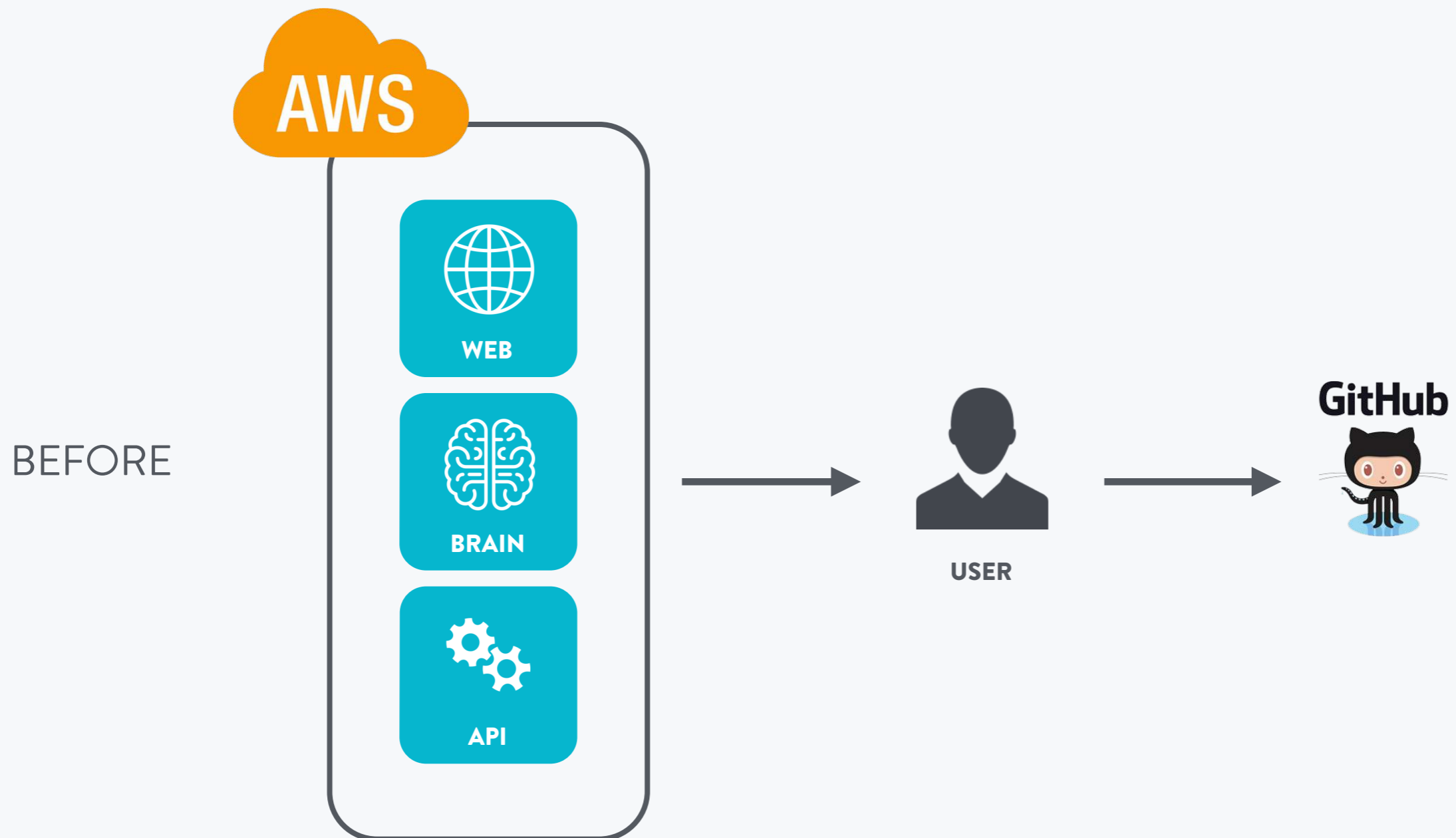
MEETING MEDIA TEMPLE

Karma Labs found a kindred spirit in Media Temple. Both companies share a vision that problem solving is both exciting and rewarding, and both are customer-first companies, aiming at making a product tailored for their users' desires.

THE MEDIA TEMPLE SOLUTION

Karma Labs decided to work with Media Temple to prepare the company for launch.

Karma Labs had several tiers to worry about when it came to scaling and code deployment. To solve these challenges, they created custom scripts that would assist them in installing their software on the appropriate tier after bringing up the appropriate instance on which to host it. While this worked, it was a manual process, requiring human touch any time a new server instance had to be brought on or offline. As a result, it did not scale well and had an increased risk of error.



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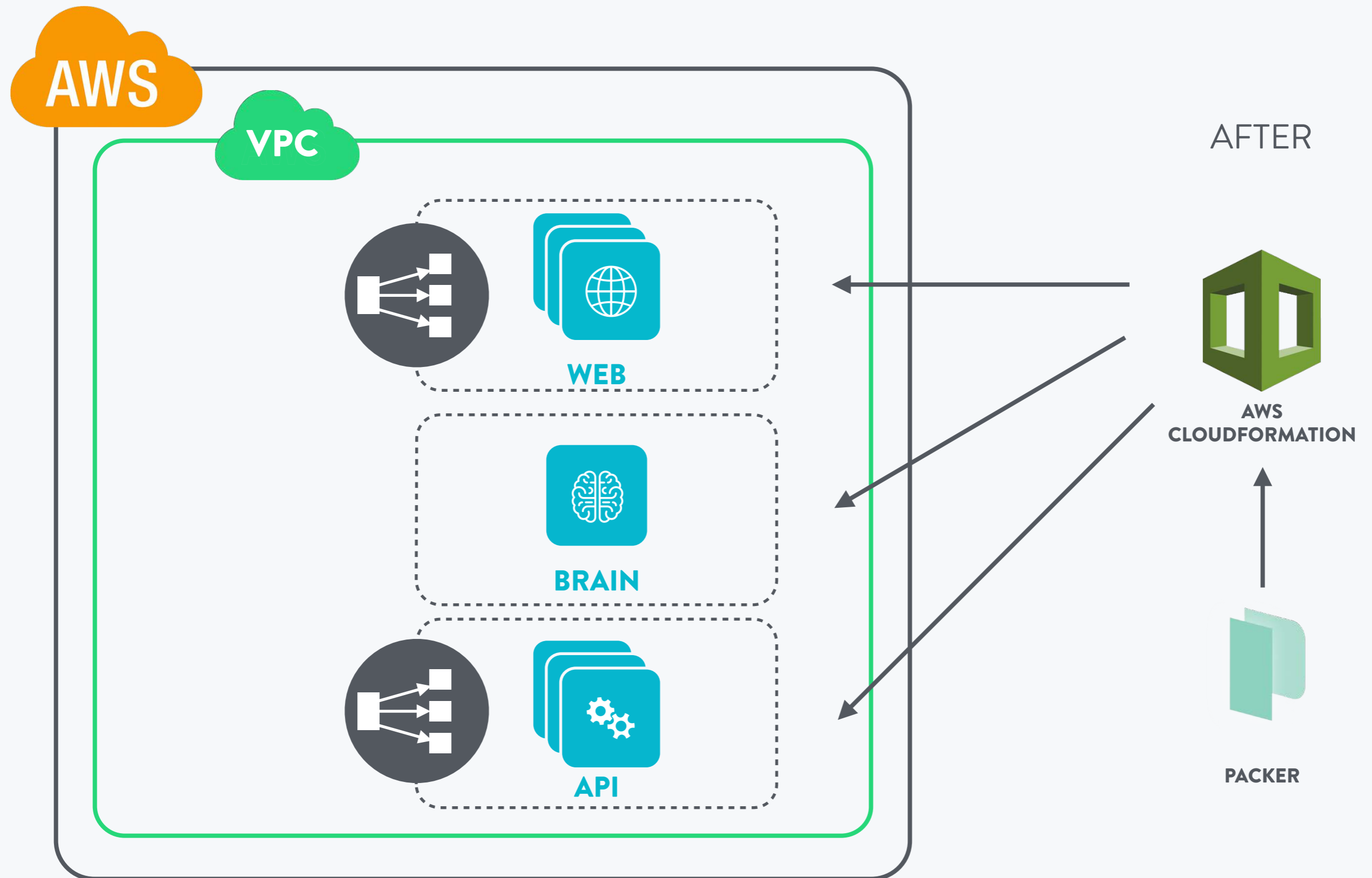
Media Temple's Cloud Architects collaborated with Karma to leverage a technology called Packer to create an automatically deployable image to replace the scripted code installs. From there, they configured AWS Elastic Load Balancers and autoscaling groups for the Web and API tiers that would scale up and down a new image based on server load.

Because the Brain tier was neither designed for nor had the load that would justify a load balancer, they instead configured a separate autoscaling group that would automatically bring the Brain back online if the service ever became unresponsive. As a final measure, they created a Virtual Private Cloud (VPC) to bolster the network security and efficiency of the entire application.

All of these configurations and AWS deployments were scripted in AWS' CloudFormation service, allowing all further infrastructure management to be managed as code in GitHub. From that point on it was no longer necessary to have any human involvement in the scaling process. Their web and API infrastructure became highly available and able to support the viral growth they anticipated.

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WHAT HAPPENED NEXT

Supporting the influx of new users and enhancing their product.

Karma Labs launched their service to the public on May 19, 2015. Their new autoscaling infrastructure has supported the influx of new users and allowed them to focus on enhancing the features of their product instead of managing their infrastructure.



“Media Temple really helped take our application to the next level. Being a new startup, understanding AWS’s vast array of products can feel overwhelming even with high availability as a top priority. Thanks to Media Temple, we now know we can handle whatever the web throws at us.”

- Justin Reynard, CTO at Karma Labs