REDIS ENTERPRISE CASE STUDY

Fortifi's CRM Platform Counts on Redis Enterprise for Stable, High Performance

Introduction

Fortifi is a complete end-to-end cloud-based business platform consisting of a billing system, support system, CRM, order management system, knowledge base and marketing system. You can plug this platform into any website, and the result is a comprehensive and simple view of the elements of your business, all of which can be specified to fit clients' specific needs. When Fortifi began encountering issues managing its instance, it started the search for a reliable management system and ultimately looked to Redis Enterprise for its high availability and high performance. Redis Enterprise now serves as a primary database for Fortifi's customer-facing application.

> " "Redis Enterprise just works. It takes all of the worry and hassle out of running your own Redis cluster."

Challenges

Prior to using Redis Enterprise, Fortifi ran Open Source Redis inside a Kubernetes Engine cluster. "Managing it wasn't too difficult," said Richard Gooding, System Engineer at Fortifi. "But it wasn't built quite right from the outset. It would occasionally fail over and nodes would lose sync with each other." As its application and user count grew, Fortifi realized it needed a cost-effective method of ensuring that customers' experience with its application didn't diminish.

- Encountered the following challenges before choosing Redis Enterprise:
  - We were previously running Redis inside our GKE cluster and managing it wasn't too difficult but it wasn't built quite right from the outset so it would occasionally fail over and nodes would lose sync with each other.

Use Case

As Fortifi quickly concluded, it's crucial nowadays that any customer-facing applications run fluidly; a bad user experience can impact potential revenue. To tackle this, Fortifi chose to store user sessions for its eCommerce platform primarily on Redis Enterprise. Below, you'll find the key features and functionalities of Redis Enterprise used by Fortifi.

The key features and functionalities of Redis Enterprise that the surveyed company uses:

- Has a < 1 GB dataset in Redis Enterprise.
- Uses Redis Enterprise for the following:
  - The user session store
  - Job and queue management
- Use of Redis Enterprise does include data that is not stored in any other database.
- Increased their usage of Redis Enterprise for the following reasons:
  - Application usage and user count is growing
- Using Redis Enterprise in the following types of solutions:
  - ECommerce

Results

Following its implementation of Redis Enterprise, Fortifi has seen a drastic increase in its application's performance.

"The instances we have running with Redis Labs have been excellent so far," Gooding said. "We have had very few issues with performance or communication with the instances. Pricing is also excellent and the ability to resize instances without downtime is a major plus point for us."

Fortifi is also continuing to find new ways to refine its data management with Redis Enterprise.

"As we add and change features, we find new things to write to Redis," Gooding added.

Fortifi achieved the following results with Redis Enterprise:

- Values the following Redis Enterprise capabilities:
  - High availability (persistence, auto-failover, cross-zone/multi-region/multi-datacenter in-memory replication)
  - Stability & high performance
  - Ability to seamlessly scale, cluster, and auto shard
  - Monitoring & automation and alerting & dashboards
- Rates the following benefits of Redis Enterprise for having Redis as their deployment provider compared to their previous state:
  - Faster time to market: Highly beneficial
  - Reduced downtime: Beneficial
  - Ability to offer fewer specialized personnel: Beneficial
  - Higher, more stable performance: The most beneficial
- Would like to move additional data from the following databases into Redis Enterprise:
  - Most of our data is already in the best place but as we add and change features we find new things to write to Redis

Company Profile

Company:
Fortifi

Company Size:
Small Business

Industry:
Infrastructure and Engineering

About Redis Enterprise

Redis Labs, home of Redis, the world's fastest in-memory database platform, provides Redis Enterprise as a cloud service and as downloadable software to over 7,000 enterprise customers. The high performance, true high availability and seamless scaling of Redis Enterprise, are top-ranked by industry analysts, and power use cases such as high speed transactions, queuing, user session stores, and caching, in e-commerce, social, personalization, IoT, metering, fraud detection and other real-time applications.

Learn More:

 RedisLabs

Source: Richard Gooding, Systems Engineer, Fortifi

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