

**IN BRIEF**

**Industry**

» Professional Services

**Challenges**

- » Online social media applications were faltering during peak traffic times
- » Lack of metrics and logging capabilities made managing campaigns difficult

**Solution**

» Riverbed Stingray Traffic Manager

**Benefits**

- » IT infrastructure now reacts very quickly to traffic spikes
- » Application downtime has been eliminated
- » Metrics and logging capabilities help manage campaigns



# Socialbomb

## Socialbomb Works with Riverbed in the Cloud to Keep TV Fan Base Engaged Online

Socialbomb offers leading brands practical and logistical support to help ensure that their social media campaigns are both innovative and well maintained. Riverbed® was appointed to ensure that Socialbomb’s advanced social network projects remained online, with detailed reporting on traffic peaks.

“Socialbomb joins blu-ray players with Facebook and Twitter accounts, allowing viewers to share scenes from their favorite shows with fellow fans and friends just by pressing the remote’s red button,” explains Adam Simon, co-founder and CCO at Socialbomb.

“We chose Riverbed to help manage resources across traffic-heavy projects that would be subject to large amounts of viewer interaction. As a developer-led organization, Riverbed was a natural fit for us because of its cloud-based infrastructure and integration with Joyent’s SmartMachines.”

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*Adam Simon, co-founder and CCO, Socialbomb*

Socialbomb’s blu-ray campaigns became extremely popular with users, with a number of functionalities bringing a wealth of traffic to their applications. One such functionality involves transforming fans’ profile pictures on Facebook, so that users’ avatars depict their favorite characters. Furthermore, the use of virtual gifts has also been a success, with users earning gifts for watching certain types of scenes or performing actions at certain times.

### Riverbed takes up the Socialbomb challenge

“Riverbed made sure the application didn’t falter at any point, even when large numbers of users are interacting with our applications at a single time,” said Michael Dory, Socialbomb co-founder and CTO.

“In combination with Joyent’s SmartMachine, we implemented Riverbed Stingray™ Traffic Manager to ensure that properly balanced web and database tiers were in place. Working with Riverbed and Joyent in the cloud meant that our infrastructure could react very quickly to large growth in traffic.”

Riverbed enabled the Socialbomb team to split traffic based on SSL connections, instead of having multiple IPs. Using Stingray Traffic Manager, the team was able to redirect incoming traffic from certain IPs and re-route to a different server, meaning that testing could still take place even when there was no physical access to the requesting device itself.

Stingray Traffic Manager was also then used for the logging, metrics, and recording, so that Socialbomb had a good grasp of traffic activity, both in real-time and historically, especially during busy periods of user interaction.

### Keeping viewers entertained

Stingray Traffic Manager has been behind some of the company's most prominent projects, for example, ensuring Socialbomb's Facebook application for the HBO TV program 'True Blood' did not falter. The application had become so popular that, with the average user sharing dozens of video clips per day, there was no sign of poor web performance.

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—Adam Simon, Co-Founder and CCO,  
Socialbomb

configuration problems, but the way Riverbed's technology easily plugged into our system was great," said Dory.

"Harnessing the cloud has worked for us. Being able to scale up and down resources in the cloud, at a moment's notice, is a must have for our business and working with Riverbed has supported us in meeting this challenge."

Simon concludes, "We are really happy to have all the features the solution offered at our disposal. We will continue to use Joyent for the web and database tier and Riverbed as our load balancer of choice."

### About Socialbomb

Socialbomb is a social technology company born and raised in New York City. Our platform connects your audience's mobile phones, Blu-ray players, computers, and connected devices to their friends and the things they love. Informed by years of research in social media, game design, and physical computing, we develop software and APIs that change the way you share information.

Simon adds, "As a result of Riverbed Stingray Traffic Manager, we never experienced any instances of downtime, with the application running 100 percent during the campaign. The metrics and logging capabilities that Riverbed offers are also now a fundamental part of managing our campaigns moving forward."

### Winning the traffic battle

"We were working with very strict time constraints but Stingray Traffic Manager was painless to set up – it just worked. There is nothing more frustrating than spending a lot of time configuring web boxes and hitting

### About Riverbed

Riverbed delivers performance for the globally connected enterprise. With Riverbed, enterprises can successfully and intelligently implement strategic initiatives such as virtualization, consolidation, cloud computing, and disaster recovery without fear of compromising performance. By giving enterprises the platform they need to understand, optimize and consolidate their IT, Riverbed helps enterprises to build a fast, fluid and dynamic IT architecture that aligns with the business needs of the organization. Additional information about Riverbed (NASDAQ: RVBD) is available at [www.riverbed.com](http://www.riverbed.com).



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