

## ABOUT RACKSPACE

Rackspace, the #1 managed cloud company, helps businesses tap the power of cloud computing without the complexity and cost of managing it on their own. Rackspace engineers deliver specialized expertise, easy-to-use tools, and Fanatical Support® for leading technologies developed by AWS, Google, Microsoft, OpenStack, VMware and others. The company serves customers in 150 countries, including more than half of the FORTUNE 100. Rackspace is a leader in the 2017 Gartner Magic Quadrant for Public Cloud Infrastructure Managed Service Providers, Worldwide, and has been honored by Fortune, Forbes and others as one of the best companies to work for.



## LEARN MORE

[www.rackspace.com/en-au/aws](http://www.rackspace.com/en-au/aws)  
or call us at **1-800-722-577**

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## CUSTOMER CASE STUDY



# ONLINE JOB MARKETPLACE AIRTASKER MIGRATES TO FANATICAL SUPPORT FOR AWS

Industry-leading expertise, coupled with innovative and flexible solutions, help drive one of Australia's fastest-growing online marketplaces.







## CHALLENGES

Managing short bursts of considerable traffic while still ensuring high performance and availability. Adopting a best-practice approach to DevOps to ensure continuous delivery of new features and functionality to customers.

## SOLUTION

Rackspace Fanatical Support® for AWS

Rackspace DevOps Professional Services

## OUTCOME

A scalable, stable and innovative cloud platform solution that is also cost-effective and built on Fanatical Support for AWS.



Airtasker is a trusted online and mobile job marketplace that helps Australians outsource small tasks and earn money in a flexible way. Users offer up a task – from cooking and cleaning to setting up a Game of Thrones season finale viewing party – and provide a budget for the project. Community members then bid to complete the task.

Based in Sydney, Airtasker has grown steadily since its inception in 2012. Today there are more than 80,000 tasks posted every month to a community of more than 1 million members.

## SCALING THE CLOUD DURING AIRTIME

As a startup, Airtasker must move fast, but they also aim to deliver a stable platform that is primarily focussed on customer needs. Looking to the future, it was apparent that their original setup of just four servers was unsustainable for the growth they were experiencing.

“We’re growing at a rate of four times year-on-year, so the quality of technology we employ needs to support our business development, and becomes more apparent as we grow,” said Airtasker CTO Paul Keen.

“Our business relies on an engaged marketplace – we average 50 notifications to our user base every second. We need to provide a great experience every time someone visits our site.”

To enable business growth, Airtasker invested in extensive PR and advertising campaigns across major channels, including popular Channel 7 TV programs “Better Homes and Gardens,” “House Rules” and the AFL grand final.

**“AT THE START OF THE CAMPAIGN, OUR SITE WOULD GO DOWN EACH TIME WE APPEARED ON TV BECAUSE IT COULDN’T HANDLE THE SUDDEN SPIKE IN TRAFFIC. WE NEEDED A PARTNER THAT COULD NOT ONLY SUPPORT OUR LOADS, BUT COULD ADD VALUE TO OUR ENVIRONMENTS.”**

PAUL KEEN :: CTO, AIRTASKER

## ELASTICITY, AFFORDABILITY AND RELIABILITY

Attracted by the advanced innovation as well as commoditised pricing of the AWS technology, Airtasker briefed the Rackspace team on their solution requirements. Airtasker already had a solid idea of their requirements on the AWS platform and worked closely with the Rackspace team to work out the details.

“Rackspace responded with a statement of work that matched our needs exactly. We believe AWS has the best technology and are continuing to accelerate their innovation. What appealed to

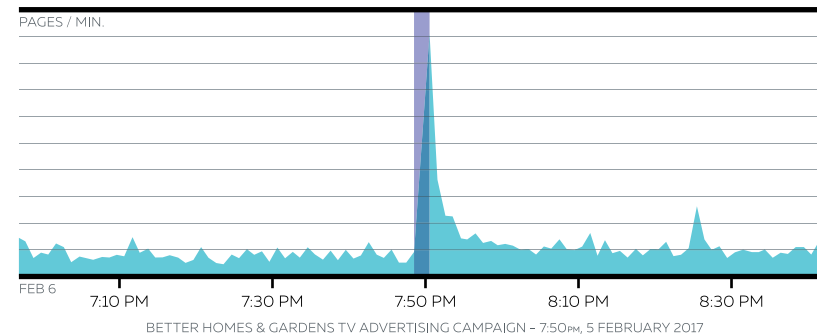
us about the AWS solution is that we could have an elastic cloud, growing or shrinking our service whenever we needed to. We could also move our data fast, report on it quickly and extend our services as needed,” said Keen.

“Rackspace is famous for its support, and we use it a lot. We work with the Professional Services team for any projects we can’t do in-house, as well as using security services to tighten up our systems, and we iterate monthly to improve our services. Rackspace really cares about customers. We expected that level of care during the sales cycle, but it has continued throughout our engagement with them. That’s what really sets them apart.”

Airtasker can now fully manage the spikes in web traffic, which can grow by 30–40 servers when the site is busy, shrinking down to eight servers as traffic subsides. AWS provides them with a cost-effective solution matched to their changing demands.

“When we know we’re going to be on TV, we can spin up a few additional servers in advance to prepare for the load,” said Keen.

## AIRTASKER TRAFFIC SPIKE GRAPH



## ADDING VALUE

Rackspace’s main role is to add value to the AWS solution for Airtasker, providing an open communication flow and full access to Rackspace expertise, as well as a transfer of knowledge across Airtasker’s developers.

Airtasker also benefited from Rackspace’s extensive local DevOps experience, going from very basic to advanced capabilities in a matter of months. The development team grew rapidly, and needed the ability to build their own environments and deploy quickly and securely.

Through Rackspace support on AWS, the team is constantly optimising the Airtasker site. From improving search, scalability, algorithms and machine learning to better understanding the customer, Rackspace and Airtasker combine to help people find jobs faster and provide them with a positive experience.

“Rackspace has delivered on their promise, care about their customers’ needs and are a partner we can grow with,” said Keen.

**“I HAVE WORKED WITH BOTH AWS AND RACKSPACE IN THE PAST, AND ALWAYS SAID THAT IF THEY COMBINED THEIR OFFERING, IT WOULD BE THE PERFECT MATCH. THAT WAS THE THEORY, AND THE REALITY HAS BEEN JUST THAT. IT’S GENUINELY BEEN THE BEST PROJECT I’VE RUN IN MY CAREER SO FAR.”**

PAUL KEEN :: CTO, AIRTASKER

**“WE HAD AN OCCASION WHEN THE PRODUCER FORGOT TO TELL US WE WOULD BE ON A SIX-MINUTE SEGMENT ON THE SHOW “BETTER HOMES AND GARDENS.” DESPITE NO WARNINGS ABOUT THE EXTRA LOAD, IT PERFORMED PERFECTLY. HAVING A RESILIENT, SELF-HEALING ENVIRONMENT ALLOWS US TO MAXIMISE THE BENEFITS OF ANY OPPORTUNITIES THAT MAY ARISE.”**

PAUL KEEN :: CTO, AIRTASKER

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