SOLUTION
CLOUDLINK

CLIENT
MYHERITAGE

INDUSTRY
SOFTWARE

Reliable, Low-Latency & Cost-Effective Connection

Founded in 2003, MyHeritage is the leading global destination for discovering, preserving and sharing family history. 95 million users around the world use MyHeritage's web, mobile and DNA testing products to discover their family history, understand their ethnic origins and to find new relatives.

MyHeritage stores over 8 billion historical records, including unstructured data, such as newspaper articles, books and other text documents. The company relies on artificial intelligence and machine learning to constantly compare over 2.6 billion family tree profiles with historical records in order to help subscribers uncover family connections.
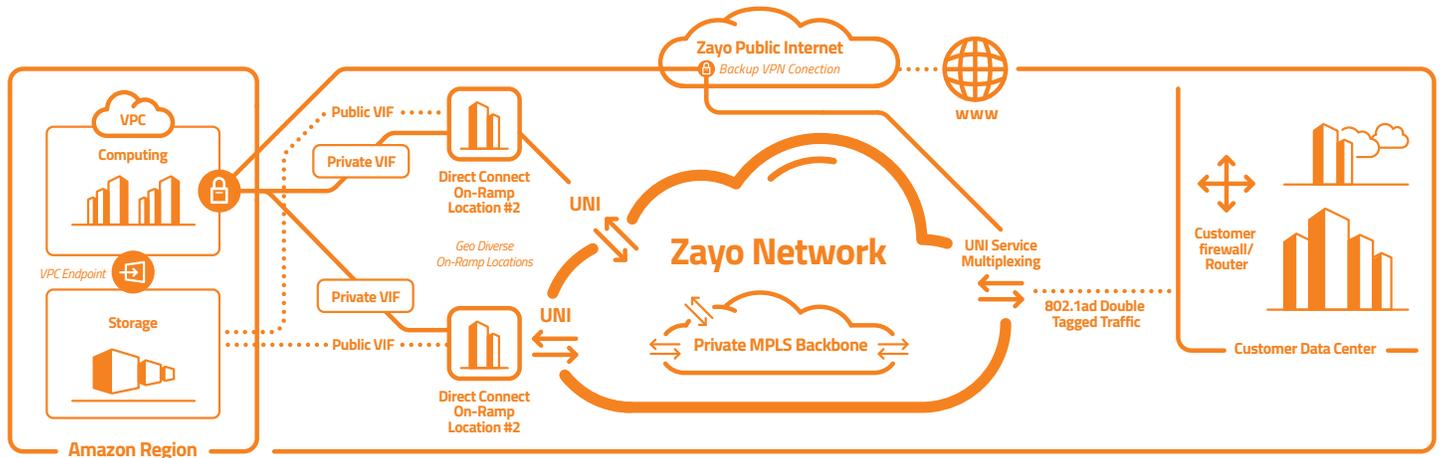
THE CHALLENGE

In 2012, MyHeritage upgraded their US data center with over 140 servers in anticipation of being the first online genealogy platform to make the 1940 US Census commercially available to subscribers. The data center is considered to be among the world's largest genealogy data centers.

Today, MyHeritage's volume of data is in the petabytes and constant backups of their data are essential to maintaining MyHeritage's services. With so much data, MyHeritage needed a cost-effective solution to migrate data sets between their data center facilities and Amazon Web Services (AWS).

THE SOLUTION

MyHeritage used CloudLink by Zayo™ to create a private connection between their data centers and Amazon Web Services with AWS Direct Connect. This enabled them to migrate data between MyHeritage's data center locations to AWS Simple Storage Service (S3).

In leveraging AWS S3, MyHeritage also achieved broad redundancy and reliable access to their data. With CloudLink by Zayo, MyHeritage is able to provide their customers with continuous availability to their data archives via a reliable, low-latency and cost-effective connection to AWS.

THE BENEFITS

By leveraging CloudLink by Zayo and AWS Direct Connect, MyHeritage is able to migrate PBs of data between their data center facilities and AWS using Zayo's global fiber backbone to deliver:

Cost Optimization: By leveraging private connectivity to mitigate egress fees when accessing data from S3 and pulling to the MyHeritage suite of web, mobile and software services and solutions.

Scalable Growth: By partnering with CloudLink, MyHeritage was able to maintain rapid growth as they continually offered more and more data to their users via partnerships with various family history database services, such as FamilySearch, BillionGraves and the Danish National Archives.

Increased Performance: High throughput via a first and last mile, always-on, private connection that bypasses the public internet