PACKETFABRIC | smule

CUSTOMER SUCCESS STORY
SMULE
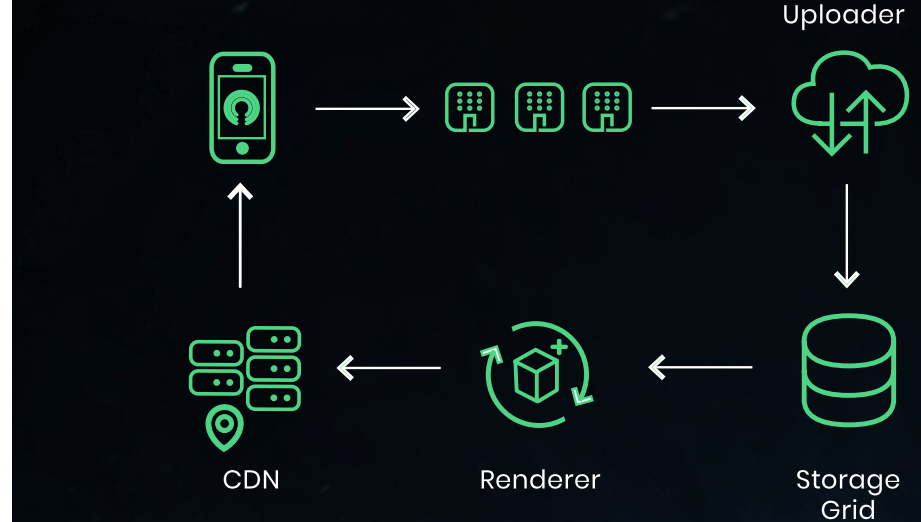
About

Smule is the social singing app, powered by a global community of tens of millions of music lovers.

At its core, Smule connects people through music, and the shared experience of co-creation. Every day, singers from across the globe come to Smule to sing together and make connections that flourish into friendships.

Uploader

CDN   Renderer   Storage Grid

Smule Data Operations

The Smule platform consists of API uploader, storage, rendering systems, and an external Content Delivery Network (CDN). Users generate and upload content via the API uploader including both audio and video files. The upload moves files into object storage, as seen above.

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The Challenge

The app generates multiple petabyte-scale raw data sets that require protected and reliable storage and computation. Audio files average 3 MB, while video files average 20 MB but can be as much as 70 MB for a 10 minute video.

Smule has three global data centers with significant storage capacity for source content as well as rendered content that is pushed to each of the three locations. The table below shows storage capacity for source data only.

Data Center Location	Storage Capacity	Geo Regions Served
Bay Area, CA	15 PB	Western U.S
Ashburn, VA	2 PB	Eastern U.S., Latin America, Europe Middle East, Africa
Singapore	6.5 PB	South East Asia, APAC, India, Australia, New Zealand

Smule adds roughly 18TB of data to its storage daily. Active data typically ages as shown below:

Number of Days	Active Percentage
0-7	80%
8-30	15%
31-90	3%

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How Smule Leverages PacketFabric Cloud Storage
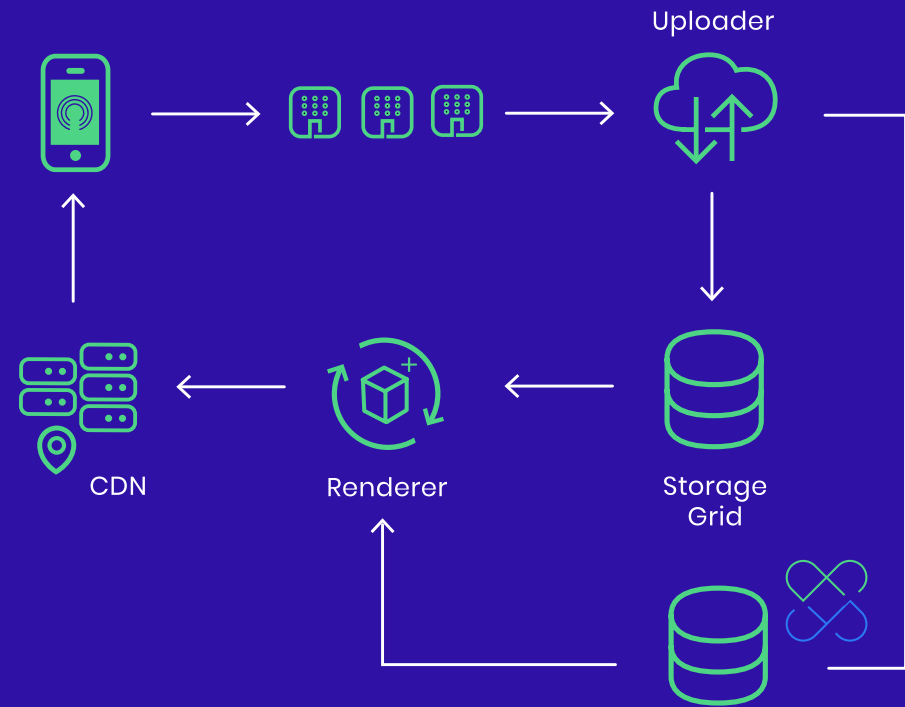
Smule adopted PacketFabric Space to augment its data center-based object storage, by routing a subset of traffic to Space storage nodes as seen above.

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Benefits

+ PacketFabric Space allows Smule to securely store, retrieve and retain control over their data. The service provides the best attributes of cloud storage while enabling users to retain control of sensitive data – all at a low predictable cost.

+ The Space service provides industry standard access to data via multiple protocols – S3, NFS and SMB supporting the management of both files and objects. Inflight data is always secure using SSL and TLS. Optionally data can be stored encrypted using keys managed by Smule.

+ Data is protected locally by industry leading erasure (8+3) encoding ensuring the highest level of resilience and performance. To provide additional resilience and remove regionality, PacketFabric Space supports replication. Replicated data is also erasure coded.

+ The Space service provides a simple user interface, where user, bucket and object policies are maintained allowing Smule control over their data.

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Build an Agile Cloud
Data Core

Data is the lifeblood of modern organizations. Rising cloud adoption, hybrid work, plus data-intensive business processes and work collaboration demand an agile approach to storing, accessing, and moving data to where it can perform the best for the business.

PacketFabric cloud storage and data mobility solutions empower you to connect, access, move, and protect your data with optimal speed, scale, and cost-efficiency.

PacketFabric Space is a distributed object storage service that offers high performance, robust security, and a simple and consumption model. Leveraging massively scalable connectivity via the PacketFabric Network-as-a-Service (NaaS) platform, Space enables enterprises to cost-effectively store, distribute, and move data on demand.

PacketFabric Transporter provides S3-compatible "data mobility as a service", streamlining the movement and synchronization of data objects across hybrid and multi-cloud environments. There's no need for bespoke data movement projects or wasted time waiting for network connectivity. Instead, data managers can spin-up connectivity on-demand and start moving massive object buckets between clouds without delay.

Learn more at packetfabric.com/cloud-storage

CASE STUDY

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