

CLOUD RULES #33

# In the cloud, the only speed limits are the ones you put on yourself.

AdMeld processes more than 40 billion ad transactions each month. Hosted Chef makes sure their infrastructure is as strong as their demand.

## ► The Challenge

Admeld, a New York-based company that processes more than 40 billion ad transactions each month across six data centers around the world, was designing every server it employed and wrote every line of code in house, by hand. As the company grew (and continues to grow), increased demands were made on its infrastructure, particularly in maintenance and manageability. As their infrastructure grew beyond a handful of servers to hundreds, manual updates became an intractable problem. As more servers were brought online, Admeld needed infrastructure automation to handle the sheer volume of updates, file movement and the addition of new developers.

## ► The Solution

Admeld's Technical Operations department deployed Opscode's Hosted Chef. Hosted Chef is a server configuration management automation engine that lets IT managers express the design of the company infrastructure in code, affording the benefits of repeatability, agility and version-control. Further, Hosted Chef serves as a centrally managed data store for information about company servers and can execute dynamic, "infrastructure aware," actions across any portion of a given environment. Those integrations enabled Admeld to scale more quickly and better manage its servers (including adding developers), dramatically saving both time and money.

# Admeld

LOCATION : New York

INDUSTRY : Advertising Network

INFRASTRUCTURE : Datacenter

## ► The Results

- Increased agility to more efficiently manage platform configuration.
- Reduced new developer set up time from days to minutes.
- Increased scalability to ensure server growth maps with the company's rapid growth.

Admeld is a New York-based technology company with offices in London, Berlin and Toronto. Since its launch in 2007, its goal has been to keep premium publishers on the cutting edge of advertising technology, enabling them to maximize their revenue and sell their inventory smarter and safer. Their platform connects clients with hundreds of Demand Side Platforms (DSP), agency trading desks, and ad networks.

The company custom-designed each of its servers and created all of its own specific code to provide its clients superior access to demand, audience insight, inventory controls, private exchange and client support. For example, to install a new data package, all property files had to be configured manually with a set-up time of two to three days. Even simply adding new developers was a time-consuming and resourcing-draining task.

Ian Meyer, Admeld technical operations manager, had previously used Opscode's Hosted Chef, the world's first and only software-as-a- service (SaaS) platform for automated infrastructure deployment and configuration management. He found them to have "great advances" over other tools, including CFEngine and Puppet, by offering speed, scale, agility and operational elegance.

*"Prior to deploying Hosted Chef," said Meyer, "we did everything manually. It generally took me a couple of weeks to get access to the servers I needed and at least a day to add a new developer. With Opscode, I can now add a couple of developers within 20 minutes. Additionally, when we set up a new ad serving system with data bags, the set-up time goes from two to three days to an hour. This is simply one of those tools that you need regardless of what your environment is."*

Meyer's favorite feature in the tool arsenal is Opscode's command-line management interface, Knife. *"We use Knife to alter the nodes run-list, to update roles and update data bags,"* he says. *"I'm a command-line person, so this is right up my alley."*

Going forward, the company has its sights set on an infrastructure clean-up and a capacity increase, including the opening of other data centers, fueled by the company's exponential growth. Even though Admeld operates on a stable infrastructure, Meyer and his department are able to better manage platform configuration, set up new developers, and scale up server growth with ease using Opscode's Hosted Chef. With Hosted Chef, Admeld is poised and ready for the future.

*"At first the team was reluctant,"* concluded Meyer. *"And now they see the benefit. Hosted Chef speaks for itself."*

*"Four months ago we spent more time on maintenance. Now we are doing a lot more innovation. Opscode is exceeding our expectations and we are looking forward to leveraging Hosted Chef for future projects.."*

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▶ Ian Meyer  
Technical Operations Manager

## ▶ About Opscode

Opscode is the leader in cloud infrastructure automation. We help companies of all sizes develop fully automated server infrastructures that scale easily and predictably; can be quickly rebuilt in any environment, and save developers and systems engineers time and money. Opscode's team is comprised of web infrastructure experts responsible for building and operating some of the world's largest websites and cloud computing platforms. Opscode is headquartered in Seattle.

More information can be found at:

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