

CLOUD RULES #86

# You can never have too much fun. Or too many customers.

GoTime serves up data on 300,000 restaurants and bars across 100 US cities. Hosted Chef makes sure it's always happy hour.

## ► The Challenge

GoTime is a Seattle-based technology company that has created city guides focused on finding the best local food and drink specials. With detailed information on more than 300,000 places across the U.S., GoTime has assembled one of the largest and most dynamic bar and restaurant indexes in the world. The company has experienced tremendous growth, expanding its coverage from 10 to 100 cities, significantly challenging its conventionally managed infrastructures. GoTime wanted to move away from a hosting provider and towards a more dynamic and cost-effective infrastructure using public cloud services. In addition, they wanted to achieve a fully-automated infrastructure, with the flexibility to run (and be rebuilt) anywhere without hiring additional engineers.

## ► The Solution

In order to meet the growth and demand on their infrastructure, GoTime evaluated several options including open source alternatives, platform as-a-service offerings and building their own solution.

GoTime selected Hosted Chef because of the ability to scale, expert support, as well as the potential cost and resource savings from not having to manage their own configuration server. Opscode helped the company build out the required cookbooks necessary to get them up to speed on Hosted Chef, taking the company from 10 servers to 50 in just over two years.



LOCATION : Seattle, WA

INDUSTRY : Entertainment

INFRASTRUCTURE : Datacenter

## ► The Results

- Rebuilt their entire production infrastructure from scratch in one hour with nothing but the metadata in their cookbooks, their customer data and the application code itself.
- Able to meet peak demand and begin an indexing period by bringing up a set of 10 worker servers and getting them in production in less than 10 minutes.
- Automated infrastructure saving time and money, while allowing the company to focus on innovating with their application and the strategic elements of its architecture.

GoTime is a Seattle-based technology company that has created city guides focused on finding the best local food and drink specials. With detailed information on more than 300,000 places across the U.S., GoTime has assembled one of the largest and most dynamic bar and restaurant indexes in the world. Whether you're looking for a place with outdoor seating, free Wi-Fi, a trendy date spot, or even a hole-in-the-wall, GoTime has you covered.

The company also maintains the nation's most comprehensive happy hour guide, providing information on more than 30,000 happy hours in more than 100 major cities across the country. GoTime's free mobile application, Happy Hours, quickly exceeded 500,000 downloads and consistently places in the Top

Travel section in the iTunes App Store. Its Happy Hours mobile application is also available on a variety of other platforms including Android, Blackberry and Mobile Web.

While GoTime was experiencing significant growth, it was also feeling growing pains. In 2010 alone, the company expanded its offering from 10 cities to more than 100. In order to meet the demand on their infrastructure, GoTime began evaluating solutions that would help them move away from a hosting provider and towards a more dynamic and cost-effective infrastructure using public cloud services that was also compatible with Amazon Web Services. In addition, they wanted to achieve a fully-automated infrastructure, with the flexibility to run (and be rebuilt) anywhere without hiring additional engineers.

*"Prior to Opscode we were working off of an old school managed hosting system. As we made the decision to begin leveraging Amazon Web Services, we realized we needed a solution that would not only allow us to automate our infrastructure and scale our business, but also enable us to take advantage of the elasticity that Amazon Web Services provides,"* said Grant Rogers, software developer for GoTime.

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Today, Opscode has helped GoTime achieve a fully automated infrastructure and enabled to the company focus on innovation while continuing to grow the company.

*"The difference is night and day,"* said Devang Kothari, co-founder of GoTime. *"Hosted Chef has given us the ability to focus on deriving even more strategic value out of our infrastructure to ensure that we are able to efficiently deliver the most up-to-date information to our customers without breaking the bank on IT resources."*

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▶ Devang Kothari  
Co-founder

*"Opscode's portability and scalability features make working with our infrastructure seamless and more fun."*

▶ Grant Rodgers,  
Software Developer

### ▶ About Opscode

Opscode helps 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. Our 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, Washington, USA.

### ▶ Our Customers

Thousands of companies work with Opscode's Hosted Chef—the easiest and most scalable way to build and manage automated infrastructure. Many of Opscode's customers include leading web operations teams, such as those at IGN Entertainment, Rhapsody and Etsy.

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