

Helping PicsArt
scale quickly and
cost-effectively

PicsArt

A CASE STUDY BY

[deft]

PicsArt

Picsart is a full ecosystem of free-to-use content, powerful tools, and inspiration from other creators. It's a virtuous circle of inspiration and creation. And the circle is growing.

With a billion downloads and more than 150 million monthly active creators, Picsart is the world's largest creative platform. We span the globe and are available in over 30 languages.

INDUSTRY

Software

LOCATION

Miami, FL

CUSTOMER SINCE

2020



Helping PicsArt scale quickly and cost-effectively

PicsArt is a particularly modern success story. Hovhannes Avoyan and Artavazd Mehrabyan first developed PicsArt as a photo and image editing app that included a social media element. It's an incredibly sophisticated tool that gives anyone the ability to edit or add onto photos without a degree in Photoshop. Then, the social element gives it a Tik-Tok-like appeal, but for still images.

So when the Coronavirus had people everywhere confined in their homes with nothing but free time and phones, the app exploded.

It was already popular. In its first year, 2012, it was downloaded 35 million times. In the month after quarantine, PicsArt traffic blew up 40%. Today, it has over a billion downloads and more than 150 million monthly active creators.

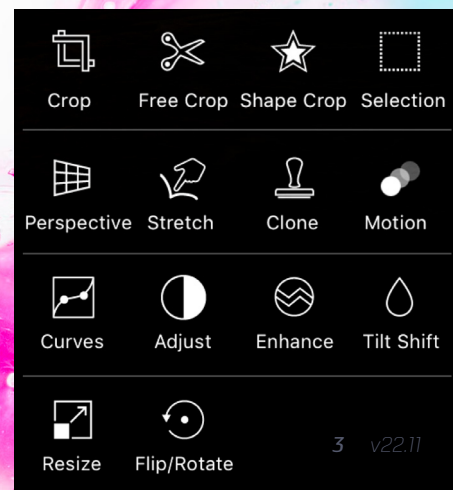
Every app developer and investor wants their product to be this popular. They just don't necessarily think about what happens when you achieve this level of success. A mega-popular app processing millions of photos can quickly overwhelm most infrastructure — let alone escalate the costs of transferring all of that data. Cloud computing was holding PicsArt back, and costing a fortune. That was when they met with us.

PicsArt needed:

- A data center to support an always-on, steady-state application environment;
- An object storage platform without data egress fees; secure, performant connectivity to public cloud services for burst capabilities and speciality services including GPUs and AI/ML platforms; and
- A vendor they could trust to answer the phone and provide expert support

What made them choose Deft?

Our depth of technical knowledge. We met and could readily answer questions about physical servers, connectivity, and cloud services. We have experience making things scale. All that, and they knew they could reach us when they have questions or issues. We're accessible, with a team on the ground 24/7/365 — something they were not able to get from Google Cloud Platform (GCP) or their existing hosting provider.



When Google lets you down

PicsArt met with us because their cloud service from Google had started to lag. They were spending hundreds of thousands of dollars a month on GCP, but still couldn't get them to pick up the phone and provide any level of meaningful support.

The tipping point? The day they received an invoice that was three times the expected amount. The culprit was a single line item reading "data transfer." As far as PicsArt was concerned,

nothing had changed month-over-month to cause such a significant increase in cost. PicsArt reached out to Google for an explanation, only to hear that Google wouldn't explain the issue unless the company paid for enterprise-level support.

Consistent data center partner issues. Consistent challenges and a lack of partnership from Google. PicsArt had enough. It was time to move.

Moving to a trusted partner

PicsArt will keep using Google and other public cloud providers for content delivery, but it didn't make sense to go completely public cloud for their infrastructure. It's just too costly.

Simultaneously, the support they were getting for their physical servers wasn't a solution either. PicsArt needed to deploy new physical servers to handle the quarantine bump in traffic but their provider didn't have the inventory or the cloud nodes needed to increase capacity.

The sudden need to scale is never an issue for Deft. We pride ourselves on being our customers' most trusted advisors, and that means planning

for every situation — especially capacity. We also pick up the phone because that's what trusted partners do.

When PicsArt needs a sudden change, they know our people are on the ground and able to add hardware, fix issues, and make informed recommendations. Embracing consistent standards and adhering to proven processes in our data center operations makes scale simply the status quo.

We'll also go where PicsArt needs to be. We're already talking about setting up servers worldwide to manage the app's truly global user base.

Connecting efficient long-term storage to instant public cloud

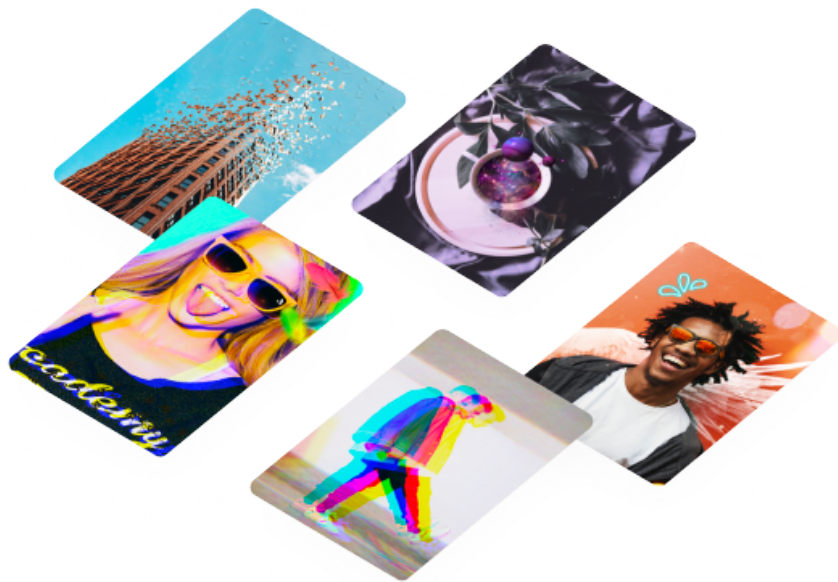
For us, these are the basics. Any infrastructure company should be able to provide reliable servers. But when PicsArt was looking around for the right partner, they weren't hearing about how their data center partner would structure the network and connectivity. For a technical team, it was alarming to not see proof that their storage would be connected instantly to the public cloud, where users would be interacting with their applications and to do so in a cost-effective manner).

We were able to make them comfortable. We showed them we'd already thought through the instantaneous connections that would keep their app instant enough to retain user interest. With us, they felt comfortable not knowing everything about their network. PicsArt has a booming app and plans to expand. They want to hire app developers, not infrastructure folks. We can make this a reality for them — they know we'll be there with the answers they need on routing and connectivity, whenever they need them.

Using public cloud to test new features with little investment

With its production environment securely and efficiently housed in our data centers and Managed Object Storage platform, PicsArt can use public cloud for what it's best at — burst and leading-edge services. New services and features are now tested in the public cloud, where PicsArt can spin up and spin down resources without having to commit to the space.

Today, PicsArt is testing GPUs, AI/ML, algorithms to catch objectionable content like pornography without human moderators, and automatic image reduction for slower networks like those in India. If it works, the team will be able to moderate at scale and serve users anywhere — and it'll be able to do it more efficiently by moving the functions to permanent Deft-hosted servers.



Knowing when to use public cloud – and when to save

This isn't the first SaaS provider we're moving off Google or AWS as it scales. Customers are experiencing outages that they don't expect from these platforms, and bills that are far bigger and more complex than anticipated.

When a great app idea is getting developed and launched, the public cloud is perfect. Teams can buy the infrastructure they need fast. Six months later, business is booming and the invoice is thousands of lines long.. This is where Deft shines.

About Deft

Deft offers [managed cloud](#) services, [cloud consulting](#), [business continuity](#) solutions, and [managed data center](#) services. We work with companies, large and small, that see IT as their critical success factor.

Deft is a SOC 2 audited company and PCI-DSS compliant. We are proud to be an 8-time Inc. 5000 Honoree.

Learn more at www.deft.com or call us at +1 (312) 829-1111.