

# Case Study

# Picsart

Learn how Picsart scaled its tech infrastructure to handle massive app growth.

## COMPANY DESCRIPTION:

Picsart empowers creators with easy-to-use tools for photo editing, graphic design, and video creation, turning inspiration into stunning visuals.

## INDUSTRY:

Mobile App, Photo Editing, SaaS

## SUMMIT PRODUCTS:

COLOCATION

OBJECT STORAGE

GPU SERVERS

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.

## Challenge

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.

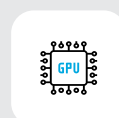
A mega-popular app processing millions of photos can quickly [overwhelm most infrastructure](#) – let alone escalate the costs of transferring all of that data. Cloud computing was [holding Picsart back](#) and [costing a fortune](#).

That was when they met with us.

### PICSART NEEDED:



A data center to support an [always-on](#), steady-state application environment



Secure, performant connectivity to public cloud services for burst capabilities and specialty services including [GPUs](#) and [AI/ML platforms](#)



An object storage platform [without data egress fees](#)



A vendor they could [trust](#) to answer the phone and provide [expert support](#)

## What made them choose Summit?

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.

## 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 Summit. 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 the 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 Summit-hosted servers.



SUMMIT™

## Knowing when to use public cloud and when to save



“When an app is getting developed and launched, the public cloud is perfect. Teams can buy the infrastructure they need, fast. Six months later when business is booming and your invoice is thousands of lines long... that’s where Summit shines.”

Picsart

See what you’ll save by moving your IT operations to Summit.

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