

Bitsmedia - App Mod & Data Analytics

CloudMile assisted Bitsmedia in preparation for a large surge in traffic during Ramadan by load testing their APIs hosted in GKE, Realtime DB, and Chatbot Vertex API integrations and addressing their 3rd party integrations to MongoDB and Elastic.

The challenge

Bitsmedia faced a couple of pain points during their last Ramadan season. One of the biggest pain points was the limitation in the Cloud Function API connections. Due to the configuration, Bitsmedia exceeded the number of available Cloud Function to RTDB connections, resulting in dropped requests. To mitigate this, Bitsmedia migrated their Cloud Function to GKE this time round.

The solution

CloudMile, leveraging its Google Cloud expertise, identified a Google Service Outage affecting Bitsmedia's new AI service during Load Testing. The service couldn't scale up quickly enough, resulting in an unannounced outage that wasn't detected until a certain traffic load was reached. CloudMile identified for Bitsmedia that the root cause was a Google endpoint and not their app.

The result

The Bitsmedia team had a smooth Ramadan, with all GCP services scaling within threshold limits, optimizing cloud spending, and reducing the need for engineers on standby. This also enhanced the user experience by providing faster and more stable navigation in the application.

CloudMile partnered with Bitsmedia to ensure a smooth Ramadan experience amidst a significant traffic surge. We conducted load testing on their APIs, optimized GKE scaling, and addressed pain points like connection limits. This resulted in optimized scalability and lower cloud costs, leading to a better user experience.



About Bitsmedia

Bitsmedia is a Singapore-based, technology company known globally as the developer and publisher of the Muslim Pro app – a highly-rated and comprehensive Muslim lifestyle app with more than 170 million downloads globally to date.

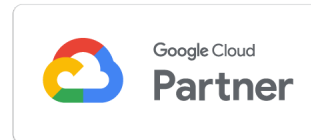
Vertical/horizontal solution: Software & Internet

Primary project location: Singapore



About CLOUD MILE LIMITED

CloudMile, a leading AI & cloud tech company in Asia, drives digital transformation for 900+ clients, leveraging machine learning and data analysis.



Products

Google Cloud Platform