



## Leadbyte Migrates From AWS Aurora to Percona XtraDB Cluster for Higher Availability and Performance

### The challenge

LeadByte is a lead distribution software company that works with lead sellers, buyers, and brokers to make it easier for companies to scale up their sales operations. Working with a range of companies from startups to established brands, LeadByte streamlines lead capture, validation, and distribution in real time. The result is that companies can improve their sales efficiency, increase lead quality, and deliver better return on investment.

LeadByte supports multiple lead generation channels from web forms and lead capture pages through to integrations with common sales software platforms. All of these sources provide leads in real time, so LeadByte's systems need to be fully available and performant always.

LeadByte previously hosted its database on AWS Aurora with MySQL. To ensure optimal performance, maintain full control over their infrastructure, and proactively prepare for the next generation of database technology, the team performed an evaluation of alternative solutions that aligned with their commitment to deliver exceptional service.

### The solution

Alexander was immediately impressed with Percona's attention to detail, expertise in managing databases, and high availability support options. Alexander decided to migrate from AWS Aurora to Percona XtraDB Cluster (PXC), which provides a highly available platform for running business-critical application databases.

PXC is an open source, enterprise-grade solution for MySQL clustering, which eliminates costly software license fees. Alexander decided that the company would replace its Aurora implementation with its own PXC deployment. The LeadByte team worked with Percona on moving from a two-instance cloud service to a distributed deployment across two data centers, each of which runs a three-node PXC cluster for redundancy and resiliency.

This approach not only delivered higher levels of performance and availability than LeadByte had seen with its cloud deployment, it also resulted in a significant cost saving for the business, as it replaced the expensive cloud licenses with a fully open source alternative.

### Working with Percona

Alexander collaborated with Percona on the seamless migration from Aurora to Percona XtraDB Cluster (PXC), leveraging Percona's extensive support expertise to ensure a smooth transition. Building on the successful deployment of PXC, he developed a forward-looking upgrade strategy tailored to the company's business goals, customer needs, and operational timelines, ensuring continued innovation and reliability.

# CASE STUDY



*Percona's support has been nothing short of exceptional. Their team's deep technical expertise and unwavering commitment to our success have completely transformed the way we manage our databases. Whenever we've encountered challenges, their swift and accurate responses have not only resolved the issues but also enhanced our overall understanding.*

*With Percona, we know we have a true partner who is always just a call away, ready to provide top-tier guidance and innovative solutions. Their support has given us the confidence to push the boundaries of what's possible, knowing that **our databases are in the best hands.***

**Stuart Alexander**

Database and Infrastructure Administrator at LeadByte

LeadByte delivers lead distribution and management software used by some of the world's leading brands and fastest-growing companies. The company works with businesses across the sales spectrum, supporting them with real-time insight, integration and intelligence that customers can use to improve their results and return on investment

The project delivered the following results:

- Migrated from cloud database service to new highly-available database implementation
- Delivered resiliency for business-critical applications responsible for millions of lead interactions every day
- Provided 24/7 support, services and performance enhancements for application database deployment
- Ready to support long-term upgrade strategy from MySQL 5.7

## About LeadByte



LeadByte is a technology company founded in the UK in 2012 to deliver lead distribution and sales management solutions to customers. It supports lead sellers, buyers and brokers to automate the lead distribution process, ensuring customers can maximize their revenues and track performance in real-time.

LeadByte supports lead capture across multiple online and social channels, real-time lead validation, advanced lead distribution to multiple buyers or partners, email / SMS scheduling, and real-time reporting on performance. The company also provides a buyer/supplier portal to streamline operations and support integration with other applications, systems and businesses.

## Contact Us

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