

# PATREON

## Dramatically Reduce Database Management Costs With Percona

How Percona helped Patreon cut database costs by more than 50%

**Percona** provides best-of-breed enterprise-class support, consulting, managed services, training, and software for on-premise and cloud-based open source databases.

We help companies simplify, manage, deploy, and optimize their database environments. Working as a trusted and unbiased partner, we enable our clients to meet the expanding needs of their customers, eliminate lock-in, increase agility, and boost business growth.

**Patreon** powers membership businesses for creators, giving them the tools they need to acquire, manage, and energize their paying patrons. With a subscription-style payment model, fans pay their favorite creators a monthly fee in exchange for exclusive access, extra content, or a closer look into their creative journey.

Patreon is used by more than 250,000 creators and is supported by more than eight million patrons. Since its inception in 2013, creators have earned more than \$3.5 billion through Patreon.

### The solution

Recently, Patreon enlisted Percona to provide Support and Managed Services for its MySQL databases. This Solution Brief details how Percona services work together to provide customers with a complete database infrastructure solution.

Using a range of Percona Services (Managed Services, Support, and Consulting) has allowed Patreon to make the most of its database infrastructure. Moving from the DBaaS model and relying on Percona's expertise enabled Patreon to fully realize the value of its databases, optimizing the company for peak performance, solving ongoing issues, and achieving substantial financial savings.

### Supporting multiple database technologies

Percona has extensive expertise advising on multi-vendor, multi-platform, and multi-cloud environments. As leaders in the open source database community, we strive to provide our customers with a premium product.

As a growing business with multiple databases, Patreon saw the value of engaging with Percona to leverage expert support for its MySQL databases.

The more that Patreon engages with our attentive DBA teams, the more value they receive in return. This is a result of the familiarity the Percona team has developed with specific use cases and environments, and the deep connection that builds when teams and individuals work together over an extended period.

Over time, the services that Percona supplies will increase in value to Patreon. However, Percona's pricing remains consistent. This allows Patreon to appoint Percona as its sole vendor and feel confident that, as Percona can advise on multiple open source technologies and products, Patreon will minimize its total cost of ownership (TCO).

## Applying an integrated strategy

At Percona, we approach support differently.

We act as an integral part of the team that interacts with database infrastructure on a daily basis. We take time to clearly understand why the database is important to your business. Our in-depth knowledge and assistance allow you to focus less on operational and infrastructure-related decisions and concentrate more on growing your business.

With Patreon, we don't just interact with the infrastructure team, we also work closely with the engineering and management teams. This allows us to take a holistic approach to their database strategy, including technical and non-technical aspects in our planning.

Having built relationships across all of the major teams, Percona can respond to questions regarding performance, cost, or availability from any stakeholder at Patreon. Any questions and responses are clearly documented for everyone to see.

### The benefits of migrating from DBaaS

## Patreon saves more than 50% of its infrastructure cost on a monthly basis

Every environment is unique. The larger the scale of an application or group of applications, the more specific the solution needs to be. There should be plans in place to achieve and manage changing requirements over time.

Percona helped Patreon establish a long-term plan based on its TCO and future business direction. This plan involved moving from database as a service (DBaaS) to EC2 (virtual machine-backed) database deployments.

Percona planned and performed Patreon's database migration, which went smoothly, with little-to-no disruption to the Patreon application. This move has enabled Patreon to save more than 50% of its infrastructure cost on a monthly basis.

The financial savings realized by moving from DBaaS are so dramatic that even after including Percona's Managed Services and Support fees, Patreon spends far less on combined services and infrastructure than they did prior to their migration.

Working with Percona and capitalizing on the expert-managed services and support they provide is cheaper than running exactly the same set-up in RDS, which gives you lower performance, less on-demand expertise, and which locks you into the vendor.

The combination of EC2 and Percona Managed Services is not only cheaper but also offers a more performant database setup than any available RDS offering.

Migrating from DBaaS gave additional benefits, including:

- Custom-defined maintenance windows
- The ability to choose their preferred software and version
- The freedom to adopt a multi-cloud or hybrid deployment strategy
- Most importantly—not being locked into a single vendor

## Implementing custom processes

When Patreon initially engaged Percona for consulting and support services, it had well-established business processes and requirements that needed to be considered and met.

Since the start of the relationship, Percona and Patreon have discussed and established better ways to achieve Patreon's business goals. This has involved implementing robust and documented processes that have strengthened the relationship.

A core value of Percona is to help companies achieve the best from their open source databases, not lock them into our service offerings.

A great example of a custom process is the way that Percona has helped Patreon establish and implement rules and execution strategies for making changes to particularly busy schemas. This is only achievable as a result of the Percona commitment to gaining a deep understanding of Patreon's environment.

## Dealing with known hotspots and peak traffic days

Percona helps Patreon deal with the unknown on an ongoing basis, but there are also upcoming events and dates that need special attention and can be circled in advance on the calendar.

Planning for large traffic events, or in Patreon's case, "Pay Days," is critical for Patreon as its primary service is for the 250,000+ creators who rely on the income generated by the service. It is also important that this goes smoothly and meets the expectations of the millions of patrons who trust Patreon to get their membership funds to the creators on time.

We don't live in a perfect world. So, on the off chance that something goes awry during a peak traffic day, Percona is all hands on deck, ready to assist in an active manner if needed, as well as acting behind the scenes to keep things running smoothly.

When not dealing with active issues and problems, we work around the clock to improve processes to avoid future sticky situations. Since the beginning of the partnership, Percona has helped reduce the time it takes for Patreon to process payouts by more than 30%. We are committed to helping Patreon achieve its peak potential.

## Beyond backups. Achieving business continuity

The flexibility and trust afforded by our relationship allow us to work with the most relevant parties and decision-makers at Patreon to establish what is most valuable for their company. This insight enables Percona to identify and focus on the most important elements of Patreon database infrastructure.

One of the important database elements that needed addressing for Patreon was business continuity. Patreon simply didn't have the internal ability to review all of the infrastructure details needed to safely secure and automate their business continuity.

Like many initial Percona Services customers, Patreon entered the relationship with their business continuity in such a state that a catastrophic failure would cripple their business for days or weeks. This would result in a massive financial impact on the business.

Within the first 90 days of the relationship, Percona helped identify where the business continuity risk was and remedied it with automation. We produced bespoke documentation for Patreon to follow in the event of an extended outage or catastrophic failure.

### Conclusion

At Percona, we help companies simplify, manage, deploy, and optimize their database environments. Our significant open source software expertise means we understand how databases work and how we can make them better.

Working as a trusted and unbiased partner, we enable our customers to meet the expanding needs of their clients, save time and money, eliminate lock-in, increase agility, and boost business growth.

Our market-leading Support, Consulting, and Managed Services allow us to deliver exceptional, enterprise-grade expertise across a variety of high-performance enterprise database environments:

**Percona Support** services are accessible 24x7x365 online or by phone to provide expert assistance with any database issues, ensuring your databases run optimally. Our team of experienced professionals is always ready to help, from performance tuning to troubleshooting.

**Percona Consulting** offers one-off, custom-scoped, onsite or remote assistance for current or planned projects, migrations, or emergency situations. Each engagement is tailored to your specific needs, working closely with you to design and implement the most effective solutions for your business.

**Percona Managed Services** can support and manage your existing database infrastructure, whether it is hosted on-premises, at a co-location facility, with a cloud provider, or through a database-as-a-service provider. Our comprehensive services include proactive monitoring, performance tuning, backups, security, and updates, allowing you to focus on your core business activities while we ensure your databases are running smoothly.

[Learn more about Percona Services](#)



### Contact Us

To learn more about Percona's services, contact us at +1-888-401-3401 in North America, +44 (203) 608-6727 in Europe, or [sales@percona.com](mailto:sales@percona.com).