**PERCONA**

# Dramatically Reduce Database Management Costs With Percona

## How Percona services helped Patreon realize the value of its database infrastructure

**PERCONA**

**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**

**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 150,000 creators and supported by more than 4 million patrons. Since its inception in 2013, creators have used Patreon to earn more than $1 billion.

## Background

In February 2019, Patreon enlisted Percona to provide Support and Managed Services for Patreon's MySQL databases. This Solution Brief details the ways that 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 their database infrastructure. Moving from the DBaaS model and relying on Percona expertise enabled Patreon to fully realize the value of their 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 a premium product to our customers.

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 value of the services that Percona supplies will increase in value to Patreon. However, Percona pricing remains consistent. This allows Patreon to appoint Percona as their 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 gain a clear understanding of why the database is important to your business. Our in-depth knowledge and assistance allows you to focus less on operational and infrastructure-related decisions, and concentrate 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

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 their 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 their 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 in to 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 in to a single vendor

# Implementing custom processes

When Patreon initially engaged Percona for consulting and support services, they 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 their primary service, and for the 100,000+ 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 are working round-the-clock to improve processes in order 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 their 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.

## Contact Us

Percona **Support** services are accessible 24x7x365 online or by phone to provide assistance with issues and help you keep your database running optimally.

We can provide onsite or remote Percona **Consulting** for current or planned projects, migrations, or emergency situations. Every engagement is unique, and we work alongside you to plan and create the most effective solutions for your business.

Percona **Managed Services** can support and help you manage your existing database infrastructure; whether hosted on-premise, or at a co-location facility, or if you purchase services from a cloud provider or database-as-a-service provider.

To learn more about how Percona can help, and for pricing information, please contact us at **+1-888-316-9775** (USA), **+44 203 608 6727** (Europe), or email us at **sales@percona.com**.