

## Case study

# EXTRA! InkaBinka delivers breaking news with HP Moonshot System



**Innovative information service sees HP Moonshot System as a competitive advantage with the “right stuff”: high performance, easy to manage, reliable and affordable.**

### Industry

News and information aggregator

### Objective

Deliver consistent performance and high reliability for critical web-based news service, while enabling hyperscaling of business

### Approach

Deploy HP Moonshot System

### IT matters

- Delivered higher performance and hyperscalability for growing business while ensuring rock-solid reliability
- Eliminated the latency issues experienced in various cloud solutions that reduced performance
- Simplified infrastructure management with single interface for all servers in the chassis, virtual or bare metal

### Business matters

- Provided advanced technology foundation for company to maintain a competitive edge as it grows
- Accelerated product roadmap due to faster deployment of compute resources needed to support new application features
- Delivered return on investment (ROI) within months, not years



**“HP Moonshot allows us to be more innovative and develop our intellectual property faster than we ever could before. Moonshot opens up more opportunities at InkaBinka because we don’t worry about the complication of bringing new servers online. We just do it.”**

– Kevin McGushion, CEO, InkaBinka

Innovative news aggregator InkaBinka was growing rapidly and needed a technology infrastructure that could hyperscale while delivering an outstanding customer experience. InkaBinka deployed HP Moonshot System, which provided better-than-expected performance and enabled rapid, modular expansion to accelerate business growth. The efficiency of HP Moonshot minimized space, power, and cooling requirements resulting in an ROI of months rather than years.

InkaBinka is completely changing the way news is delivered and consumed. That's because this innovative California company solves a significant problem most people have today—not enough time to keep up with the news. InkaBinka distills full-length news articles covering business, technology, politics, entertainment, and more into four essential bullet points with animated imagery that can be absorbed in 20 seconds or less. Someone reading a story on InkaBinka not only gets the news in a faster, more enjoyable way, they actually retain the information better.

Behind the scenes, InkaBinka is building a massive technology stack to scan through thousands of news and information sites every two minutes. Sifting through this mountain of content requires speed and scale, and serving up the results to customers demands rock-solid reliability.

InkaBinka initially tried running its news aggregation service on public cloud infrastructures, including Amazon Web Services (AWS), Microsoft Azure, and HP Helion. While HP Helion offered the most economical way to ramp up its service compared to the other providers, latency in the cloud was a significant problem due to InkaBinka's unique application design. Then the company learned about HP Moonshot.

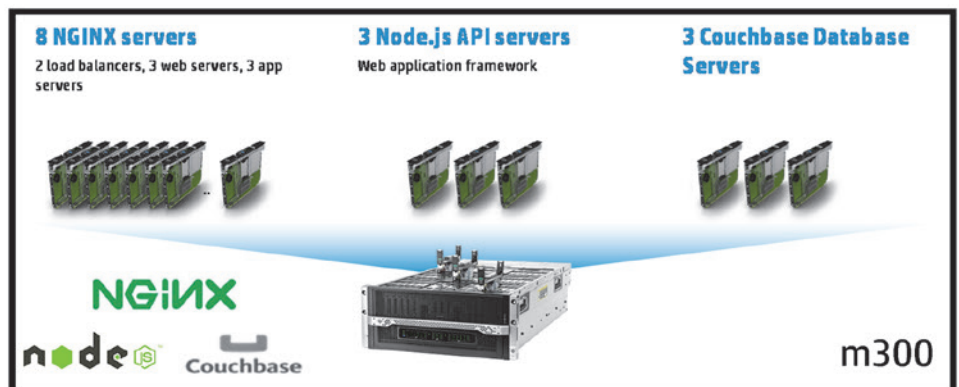
Kevin McGushion, InkaBinka's CEO, explains, "There's so much going on to make InkaBinka possible that we had to have a modular platform that could maintain consistent performance without degradation as our business grew. We partnered with HP because we view them as a leader in technology innovation, and a cutting-edge business like InkaBinka needs to be built on cutting-edge technology. When we learned about the HP Moonshot System, we knew that was an ideal alternative to the public cloud."

Chris Brahmer, COO for InkaBinka, adds, "I got very excited about Moonshot because it offered the flexibility of the cloud with the precise control of dedicated hardware. It was like having our own cloud in a box. It gives us the scalability we need, plus it's fast and reliable. Moonshot was perfect for what we're doing at InkaBinka."

Leveraging its HP Moonshot infrastructure, InkaBinka provided a real-time news service at the HP Discover 2014 conference, accessible to HP's 318,000 employees worldwide. The service included a custom interface for HP employees and bloggers to enter news stories as they broke during Discover. These bulleted stories were animated with uploaded images and designed so people could quickly catch up with events. There was also a monitor array in the center of the show broadcasting this news. The InkaBinka news service was entirely served from its HP Moonshot System in Marina Del Rey, Calif., with the backend served from the HP Helion cloud.

## Flexibility to support a diverse technology stack

To power its news aggregation service, InkaBinka deployed 45 HP ProLiant m300 Server Cartridges in one HP Moonshot 1500 Chassis and another 15 ProLiant m300 server cartridges in a second Moonshot 1500 Chassis. The HP Moonshot System runs a range of open source software, including two NGINX Plus load balancing nodes, three NGINX Plus web server nodes, three Node.js API server nodes (each clustered across four CPUs), and three Couchbase database nodes, as well as Linux LDAP across all nodes and Nagios monitoring.



Each ProLiant m300 server cartridge provides optimized performance eight processor cores and 32 GB of RAM, allowing InkaBinka to virtualize as needed to serve smaller workloads such as its website and static content. HP Moonshot also ensures consistent performance without degradation for the critical Couchbase database, which runs on bare metal with full access to compute resources. In fact, combined with the performance of the solid-state drives (SSD), Couchbase is handling workloads previously unseen by InkaBinka.

“It’s incredible to have the flexibility to run such a diverse stack of technology within one device,” Brahmer remarks. “InkaBinka is designed with carefully chosen modules that all have to work together in concert. HP Moonshot allows us to configure and provision exactly what we need—nothing more, nothing less—very quickly.”

Brahmer continues, “We can connect up to 45 server cartridges and they all leverage the same super-fast backplane, switches, and uplinks, so there’s not the extra overhead you get with traditional servers. The management of HP Moonshot is simpler, too, because there’s one address that lets me talk to all the servers. Virtual and bare metal, managed through one interface—that’s really cool.”

HP Moonshot also offers InkaBinka breakthrough economics, saving the company physical space and minimizing power and cooling requirements. In fact, the equivalent of an entire rack of servers (42U) is contained in the 4.3U Moonshot 1500 Chassis, providing an infrastructure footprint that’s nearly 90 percent smaller than traditional alternatives.

McGushion notes, “HP Moonshot is really groundbreaking in its efficiency. It consumes far less power and throws off nowhere

near the amount of heat as other servers, which keeps our energy bills down. With HP Moonshot, ROI is a matter of months, not years.”

## **Delivers blazing fast performance and rapid expandability**

When it comes to performance, reliability, and scalability, HP Moonshot ticks all the boxes for InkaBinka. The fact is, the company’s customers demand information immediately—they expect InkaBinka to be instantly responsive and always available.

“Performance on HP Moonshot is blazing fast,” says Brahmer. “You’re always going to see better performance on bare metal compared to the cloud, but we got numbers that were far greater than expected. We’re constantly trying to eke out milliseconds to provide a better customer experience, and HP Moonshot lets us do that.”

McGushion adds, “We’re finding that Moonshot is not only fast, but it’s extremely reliable. It’s rock solid and highly available.”

HP Moonshot also keeps up with InkaBinka’s rapid growth by providing modular expandability that enables the company to add computing resources practically on demand. All the components of InkaBinka are designed to scale horizontally and HP Moonshot is the perfect platform for this type of application.

“We don’t have to think twice about how fast we’re growing,” says McGushion. “With HP Moonshot we can hyperscale very quickly by adding more server cartridges or additional chassis and it just works.”

## Customer at a glance

### HP Moonshot System

- HP Moonshot System with HP ProLiant m300 Server Cartridges (configured with SSD drives) in HP Moonshot 1500 Chassis

### Software

- ElasticSearch cluster
- NGINX Plus load balancing
- NGINX Plus web serving
- Node.js APIs
- Couchbase database cluster with XDCR to HP Helion cloud
- Linux LDAP
- Nagios monitoring



## Foundation for accelerated innovation and competitive advantage

The ability to quickly spin up additional server cartridges affords InkaBinka a level of agility that's creating a real competitive advantage for the business.

"HP Moonshot allows us to be more innovative and develop our intellectual property faster than we ever could before," McGushion reports. "Moonshot opens up more opportunities at InkaBinka because we don't worry about the complication of bringing new servers online. We just do it."

Brahmer concurs, "HP Moonshot is enabling us to grow faster than we anticipated. We're actually accelerating our product roadmap because we know we can bring it to market faster."

"We felt it was extremely important to select HP Moonshot early in our business development because our strategic vision is to not just deliver news but to build a platform for delivering all sorts of information, including a social network," concludes McGushion. "HP Moonshot provides the advanced technology foundation that will allow us to maintain a competitive edge as we grow."

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