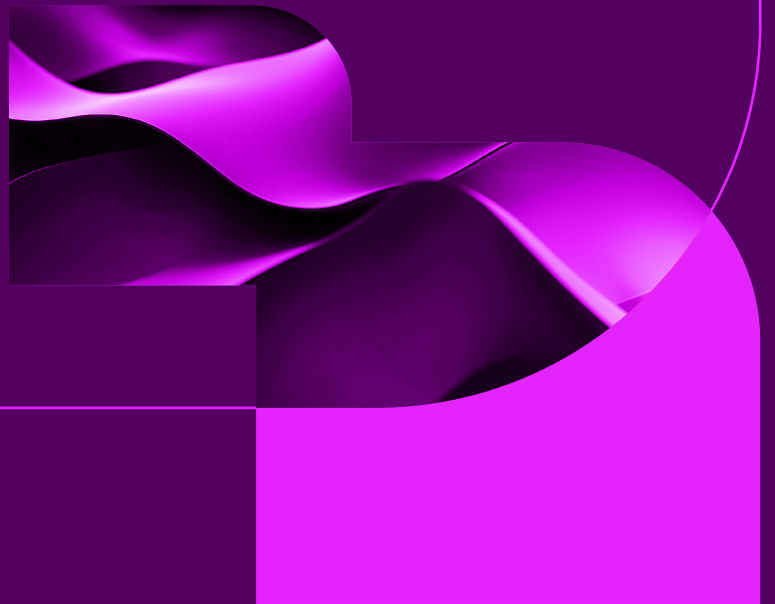




Case Study

# **DREAM11 GETS RELIABILITY, SCALABILITY, AND PERFORMANCE**

*With Instaclustr Managed  
Apache Cassandra®*



## Industry

- Online gaming

## Products used

- Open source managed Apache Cassandra®

Dream11 is the principal sponsor of the IPL competition and the leading gaming company in India.



## Challenges

- Challenges in scaling and managing Apache Cassandra, including compaction, node outages, and downtime
- Limited resources to address operational needs and performance issues
- Lack of production-grade tools for monitoring, backups, and provisioning



## Results

- Ran their most successful and busiest IPL season on record
- Achieved zero downtime
- Went through a rapid period of innovation

Dream11 had mainly been self-managing their technology stack that powers the Dream11 app and the competitions that run through it. They chose several distributed, open source data technologies to be the backbone of their application due to the high scalability, reliability, and performance that it offers and what their users had come to expect.

## *Complexity of operating at scale*

The specific challenge they needed to address was related to their key data store, Apache Cassandra. By self-managing this data layer in previous competitions, they were very aware of the complexity of operating at scale. They needed leading expertise and support to optimize their existing systems and ensure they could deliver their application at lightning-fast speeds, with zero downtime to their users through their high traffic season—the IPL competition.

Some specific challenges they were facing:

- Lack of internal operational resources to manage and operate the Apache Cassandra environment.
- Known issues to do with scaling, compaction strategies, node outages, and unexpected downtime.
- Lack of time to dedicate to known/and unknown issues that could affect their application performance.
- Lack of business confidence in the technology due to historical issues.
- Lack of production-ready provisioning, monitoring, backup tooling, and procedures in place to satisfy internal expectations.

## *Expected outcomes from working with Instacluster*

- First-class Cassandra consulting expertise to optimize existing data model and architecture.
- World-leading DBA and technical operations capability to provide depth of expertise, and always-on availability.
- Tooling and provisioning platform to accelerate time to value and ease the operational burden on internal development resources at D11.
- Enable innovation at the app level by outsourcing complex DBA and operations functions to Instacluster.

## *Why was Instacluster chosen?*

- Proven capability at managing high volume and mission-critical Cassandra clusters, especially in the gaming vertical.
- Reference checks were completed through talking with existing customers on whether they would recommend Instacluster as a partner to work with for critical business continuity.
- Dedication and collaboration from technical and business leaders to align services and commercial models to meet requirements.
- Building of a trusted, mutually beneficial business relationship.
- Seen as the best path to stability and optimization through partnering with Instacluster, specialists at providing reliability at scale.

## *Instacluster solution*

- Conduct an initial Apache Cassandra Health Check on their existing environment to review known issues, areas for architecture and infrastructure optimization, data model review.
- Provisioning of a proof-of-concept environment to test application, run load testing, approve application and production readiness.
- On-boarding to Instacluster's Managed Data Platform, running in Dream11's own AWS environment.

**Timeline: From on-boarding to production go-live LESS THAN TWO WEEKS.**

## Results

- Dream11 ran their most successful and busiest IPL season on record.
- Achieved zero downtime.
- They went through a rapid period of innovation without their team being bogged down through the complexities of managing their data layer.
- Continued long-term partnership established, Instacluster is seen as a strategic partner to help manage reliability at scale, enable D11 to operate at limitless scale, provide always-on availability, and free their team up to focus on what matters—creating a cutting-edge app that continues to delight its users.

*“We trust Instacluster as we grow. We have an ongoing partnership with them and they are our partner and reliable teammate to manage reliability at scale.”*

**Sanjeev Jaiswal**, VP of DevOps at Dream11

NetApp® Instacluster specializes in open source technologies for enterprises. Our managed platform streamlines data infrastructure management, backed by experts who ensure ongoing performance, scalability, and optimization. This enables companies to focus on building cutting edge applications at lower costs.