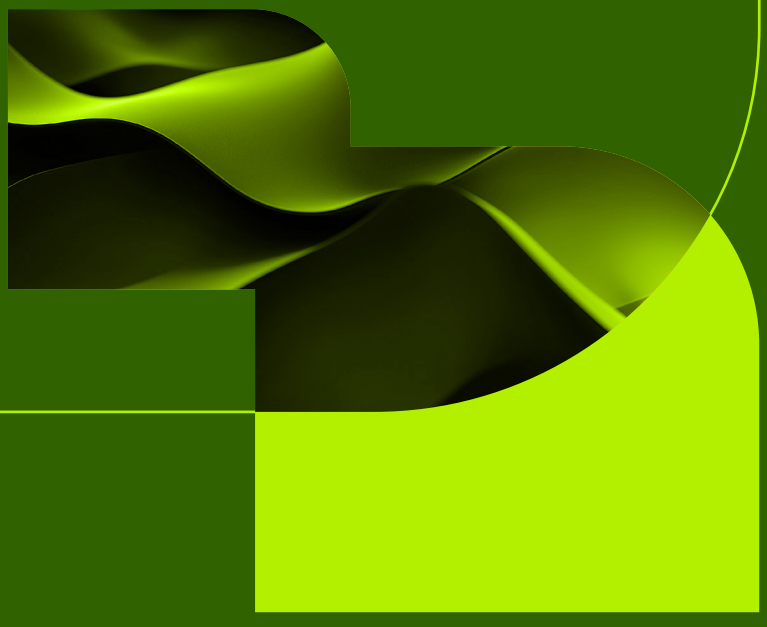
NetApp Instaclustr

paidy | Case Study

HYPER-GROWTH

With open source Apache Cassandra® and Apache Kafka®



Industry

- Financial solutions

Products used

- Apache Cassandra
- Apache Kafka

Paidy offers real-time monthly consolidated credit services across Japan. The company launched its first ever instant post-pay credit service for e-commerce consumers in 2014.

Challenges

- Critical engineering resources diverted from innovation to infrastructure management
- Scaling while maintaining performance and availability

Results

- Zero downtime migration
- Designed a scalable event-driven architecture
- 200% growth

Overview

Paidy offers accessible, frictionless, and cardless payment methods using only an email, address, and phone number—providing a powerful method for persuading first-time buyers to transact online. The transactions are written in seconds with guaranteed payment to the merchant. Paidy is currently one of the largest online payment businesses in Japan.

Challenge

The success of Paidy's business is dependent on a technology platform that offers no barrier to conducting online payments in a highly performant and agile manner.

Paidy's engineering team knew that to make the Paidy online payment platform highly successful and to manage the significant uptake of their platform, the focus had to be on building a robust and scalable infrastructure, capable of storing data in multiple data centers with redundancy and high-availability and without compromising on performance.

However, the Paidy engineering team was also aware of the complexity of self managing the data infrastructure and the level of expertise and effort required to tune and manage the environment for continued low latency and high performance. The team wanted to focus on the core aspect of product engineering without having to worry about database and infrastructure management.

Solution

Paidy engaged Instaclustr to manage data infrastructure to deliver reliability at scale. Having spoken with some of the Instaclustr's existing clients, they were confident about the company's capability and experience in managing similar environments and applications.

Paidy identified Apache Cassandra as the most suitable database technology for its event sourcing and reactive architecture, as it could provide for the scale and robustness required to align with Paidy's significant growth plans.

> *"Technologies like Apache Cassandra and Apache Kafka can be complex to manage efficiently and effectively. Instaclustr abstracts that complexity and helps us to stay focused on building our applications and services."*
>
> **Ken Izumi**, VP of Engineering, Paidy

Results

Instaclustr came onboard in 2017 and helped Paidy navigate through their hyper-growth phase. The migration of Paidy's cluster from self-hosted to Instaclustr Managed Platform was seamless. From that time onwards, Paidy has been able to focus on the core aspects of product engineering, without having to worry about infrastructure management.

Paidy is currently driving the creation of new products and services in an agile and scalable manner. They are using Apache Kafka to underpin that growth and connecting applications and data sources. Paidy worked with Instaclustr's consulting team to define an event-driven architecture and help the engineering team to decouple services and applications.

The company has grown at 200% since 2017 and is currently one of the largest online payment businesses in Japan.

NetApp® Instaclustr 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.

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