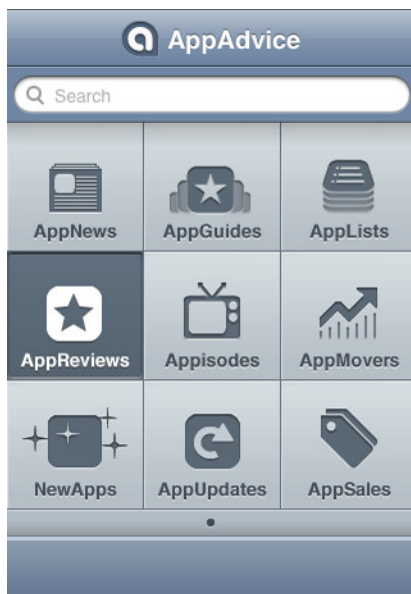




AppAdvice - Personalized IOS App News & Reviews Powered by the Cloudbant DBaaS

“Cloudbant was an important part of our success. It enabled us to develop an innovative service and was free to use during the early growth of our business.”

Mahmoud Hafez, founder, AppAdvice.com



AppAdvice has been a top-10 news app in the AppStore for two years, and it provides a comprehensive range of iPhone, iPad, and iPod Touch application reviews, news, and app discovery services to help online and mobile visitors discover interesting and new iOS apps. AppAdvice filters through the roughly 1 million apps in the App Store to help novice and experienced smart device owners find relevant new apps and reviews by personalizing content based on hobbies, industry verticals, and other personalized themes.

The Need - Manage Multi-Structured Data at Scale

Given the variably structured data stored to be stored in their application catalog, AppAdvice knew from the outset that a relational SQL database would not be a viable option for their platform. So they followed the NoSQL path and chose the Cloudbant multi-tenant database as a service (DBaaS), which is based on Apache CouchDB.

Why Cloudbant

Still an early-stage company in 2010, AppAdvice was looking for a NoSQL database that was easy and inexpensive to get started with, but built for growth. They settled on Cloudbant because of its:

- **Schemaless JSON Data Storage** – Cloudbant was a natural fit for the multi-structured apps catalog, reviews and news AppAdvice manages.
- **Scale-out architecture** – to support AppAdvice’s user base and database growth.
- **Fault-tolerance** – data distributed across several data centers for high availability.
- **Hosted and managed by big data experts** – kept them focused on development and not distracted by database administration.
- **Free to Start** – AppAdvice started out running on a multi-tenant Cloudbant database cluster for free in 2010, and began paying as their application grew. They eventually moved to a dedicated, single-tenant cluster for even better price/performance.

AppAdvice, Inc.

Industry: Media / Mobile

Location: Los Angeles, CA

Website: <http://appadvice.com>

On Cloudant Since: June, 2011

Database size: >1 million apps in their catalog

Users: 400,000 per day

A “Top 10” News app in the AppStore for 2 years running

Why Cloudant:

- Scalability
- Fault Tolerance
- JSON store/Data Model Flexibility
- Hosted & Managed
- Free to Start

The Results - One Million Apps, A Singular Solution

Since its introduction two years ago, AppAdvice has been a top-10 news app in Apple’s App Store and today is helping more than 400,000 visitors a day discover interesting and new iOS apps from a catalog that exceeded 1 million apps at the end of 2012. As AppAdvice’s data management challenges continue to grow with its expanding user base and catalog, Cloudant will be ready to provide a scalable data layer that lets AppAdvice developers stay focused on improving user experience — not administering their database.

“The Cloudant team takes great care of us around the clock; I’ve seen database issues arise late at night that get resolved in a few minutes.”

Mahmoud Hafez, Founder, AppAdvice



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About Cloudant

Cloudant provides developers of large-scale and fast-growing web and mobile applications with the world’s first globally distributed database as a service (DBaaS) for loading, storing, analyzing, and distributing operational application data. As a managed service, Cloudant helps developers eliminate the delays, costs, and distractions inherent in working with databases and their administrators, while providing unmatched scalability, availability, and performance. The Cloudant service is available hosted on AWS, Joyent, Rackspace, SoftLayer, and Windows Azure. Cloudant customers include **Samsung, Hothead Games, Microsoft Big Park Studios, Flurry, Salesforce.com, DHL** and thousands of other developers worldwide.