

Photo Hosting At Scale

Migration Case Study



About Photobucket

Photobucket is the leading independent digital image hosting, sharing, and storage service. For over 16 years, 100 million users have trusted Photobucket to enjoy and preserve their 15 billion images. Photobucket hosts over 30 million unique images across half a million unique websites every day. Members upload hundreds of thousands of images per day from the web and mobile apps. With a sharp focus on digital images, Photobucket provides the simplest solution to instantly publish and share across forums, blogs, e-commerce sites, social networks, instant messaging, and email.

The Challenge

Photobucket needed to deploy their next gen platform to AWS, and migrate other critical workloads including CDN, Image Optimization, and storage for 15 Billion images from their datacenter. They needed a scalable and self-healing website and backend, a cost-effective way to serve over 1,000 optimized images per second, and an automated process to migrate 5 Petabytes of photos for a live service, all while reducing their costs by half and avoiding further capital investment.

The Solution

The new website and backend platform was deployed using EKS and the Elasticsearch service using CloudFormation. The initial serverless image optimization solution did not provide the savings objective, so we built a new one using ECS with an auto-scaling EC2 Spot Fleet using Cloudwatch alarms that reduced the costs for image optimization from \$30,000 to under \$10,000 per month. To move 15 Billion images in flight, an automated process was created using Lambda, Athena and DynamoDB to trigger DataSync tasks to move the images without interruption to the service.

The Benefits

Benefit 1: Cost Savings

We reduced monthly costs from \$30,000 per month to less than \$9,000 per month.

Benefit 2: Reduce Response Time

We maintained an average response time between 0.40-0.65 seconds for image optimization requests.

Benefit 3: Use of Spot Instances

Average hourly savings of 62% for sub 500ms response times of 1,000 image optimization/migration requests/second.

About APN Partner and Amazon Web Services

Eplexity is an AWS Advanced Plus partner offering both consulting and managed cloud services. Our CXOS solution enables customers to migrate faster and more effectively.

Photobucket chose to use AWS for the security, cost savings, and scalability they provide. Migrating the massive number of image and video files hosted by Photobucket requires a cloud provider who understands the unique nature of their business.

Next Steps

To learn more about how AWS and Eplexity can help your business, visit <https://eplexity.com>