

ReviewPro's formula for success: Pick the right database for the job and focus on development

ReviewPro empowers over 55,000 hospitality clients in 150 countries to make the changes necessary to create a guest-centric culture within their organizations.

In order to provide detailed insight that leaders in the hospitality industry need, ReviewPro must gather superior data in a way that lends itself to performing advanced analytics. To accomplish this, the ReviewPro team has always relied on modern NoSQL database technologies.

ReviewPro's overall database architecture has changed over the years, but their ability to scale and optimize their data layer with their rapidly growing user base has been key to their continued technical success.

The challenge: Focusing on the product (and not on hosting, scaling, and optimizing databases)

Before they were an ObjectRocket customer, ReviewPro was already using quite a few of modern NoSQL solutions, including Elasticsearch, MongoDB, Hadoop, and Cassandra. "For each task, we chose the right tool for our use case and it worked quite well," recalls Aleksei Udachny, CTO at ReviewPro.

Early on, the team took care of hosting and managing all of the databases themselves. "For a relatively small team like ours, it would be overkill to have a DBA for each of those tools," says Udachny. It may not have been perfectly optimized, but everything was working. When they noticed something slowing down, the development and devops teams would work together to figure out how to fix the issues as they'd come up.



AT A GLANCE

Customer's Business:

ReviewPro is a global leader in Guest Intelligence solutions for the hospitality industry. Their cloud-based solutions enable clients to obtain a deeper understanding of reputation performance as well as operational/service strengths and weaknesses. They provide actionable insight to increase guest satisfaction and rankings on review sites, which results in increased revenue for their customers.

Challenge:

Building a platform and features that scale to over 55,000 hotels around the world and millions of users, making sure that it's fast, reliable, and all the people that count on it are satisfied.

Database Solutions:

- ObjectRocket for MongoDB®
- ObjectRocket for Elasticsearch®

Outcome:

ReviewPro has been able to scale smoothly and reliably utilizing over 10TB of data on the ObjectRocket platform, freeing up their precious development teams' time to focus on adding valuable features for their hospitality clients around the world.



Aleksei Udachny,
CTO ReviewPro

The ReviewPro team learned about ObjectRocket through their relationship with Rackspace. “We worked with Rackspace for a long time and they mentioned on a call that ObjectRocket managed some of the databases we used.”

Udachny set up a call with ObjectRocket to talk about the service offering and was excited about the prospect of shifting his team's focus from database challenges to working on their own product.

“We have quite a few developers with pretty advanced database skills, especially in Elasticsearch. They had to learn how to set it up, how to write queries, and how to optimize it. But it wasn't really what they wanted to do. We all prefer to focus on our products.”

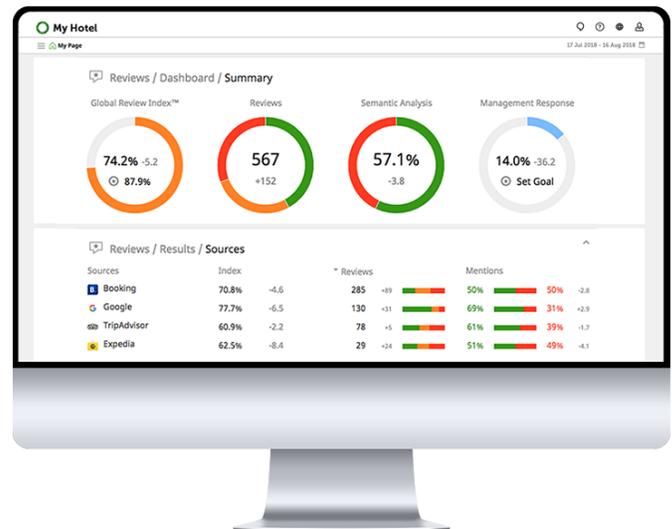
Migrating to ObjectRocket

ReviewPro wanted to begin the migration process slowly. Step-by-step, starting with smaller instances, they began migrating their data with ObjectRocket's help. “The ObjectRocket team was awesome. First, we were able to present all of the requirements and talk about the challenges we had. We even got a direct messaging channel [Slack], which was really helpful.”

When they saw it was working, they little-by-little upgraded their Elastic and Mongo instances to newer versions. In 2018, they moved their largest Elasticsearch cluster to ObjectRocket. This was the most complicated phase. “At first, we didn't reach the same kind of performance we had because we did a lot of fine tuning while we were hosting it ourselves.”

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ReviewPro's Hotel Reputation Management tool allows hotels to benchmark and manage their online reputation to deliver better guest experiences.

After a few iterations working with ObjectRocket's Elasticsearch and Hadoop DBAs, they got the results they needed. “We got to the point where our new Elastic cluster performed even faster than the legacy one.” And ever since, the ReviewPro team can focus a lot more on development and not scaling and managing their Elasticsearch data.

The ObjectRocket Difference

Some benefits are not easy to calculate. For example, Udachny says “focusing our development team and security are things that are critical, but not so easily measurable on an invoice.” They appreciate that the service is within their budget and that they get all these extra features which are incalculable.

The first thing that the ReviewPro team noticed after they began working with ObjectRocket was the benefit they got from upgrading their clusters to the latest versions. Getting these up-to-date allowed the team to use more features and avoid bugs.

The second thing they noticed was the newfound confidence they had with their data layer. “We know that we'll be able to scale automatically and not worry. We are now ahead of the trend and can scale proactively.”

When asked for three words to describe his experience working with ObjectRocket, Udachny chose: **expertise, reliability, and performance**. “Every person I’ve worked with at ObjectRocket is a world class expert.” In addition to expertise, Udachny also appreciates the security ObjectRocket has in place. “All the instances by default come with SSL connections and they have good security practices.”

Advice for other companies

For the companies who want to focus on building the products, Udachny definitely recommends going with a database-as-a-service solution. “Unless you have really good DBA experts in a large enterprise, I really discourage small development teams from getting into the dirty details of managing these databases themselves. For the databases they support, ObjectRocket is definitely a good option.”

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Aleksei Udachny

CTO, ReviewPro

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for your company?

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