



stonebranch



GROUPON

CASE STUDY

GROUPON

Eliminates Workload Automation
Downtime Immediately by
Switching to Stonebranch

GROUPON



The global leader of local commerce and merchant solutions replaces SOS Berlin with Stonebranch Universal Automation Center to increase reliability and efficiency.

Marco Caesar
Data Warehouse Manager,
GROUPON

"Stonebranch makes workflows highly visual and easy to understand.

With Universal Automation Center we are able to create workflows 10 times faster, and we can include everyone in the process. Coding or script experience is no longer needed, a huge advantage for us."



Background

Groupon is a worldwide leader in local commerce and merchant solutions. It enables local businesses in more than 500 markets to offer specially targeted deals to consumers in various categories.

The company has more than 10,000 employees in 48 countries, and is serving more than 53 million active users and more than 260 million global subscribers.

In Germany, Austria and Switzerland, Groupon is one of the most successful e-commerce businesses. To support German operations, Groupon runs at least 10,000 jobs a day on servers in multiple locations, with 2,000 defined tasks launched by 1,900 triggers.

Challenges

Ever since Groupon began operations in Germany, it had used open-source software from SOS Berlin for job scheduling. However, the solution had become unstable and was beginning to miss key deadlines. It failed at least once every two weeks, sometimes as often as three times a week.

Each time, an administrator had to spend 20 minutes finding and fixing the problem before operations could re-start. In addition, the IT team could not schedule or run a task on a server unless SOS Berlin was already installed on it.

Therefore, Groupon wanted a solution that could schedule and run tasks on a remote system without having to install workload automation software first.

Results

- 10 times faster deployment, no training time needed
- 30 hours average annual unplanned downtime eliminated to date
- \$11,000 in reduced hardware costs
- Significantly improved resilience and ease of use

Solution

Groupon evaluated workload automation solutions from major vendors such as BMC and Automic, but chose Stonebranch Universal Automation Center (UAC) because of its ease of use and reliability.

"Stonebranch implementation was fast and smooth," says Marco Caesar, a data warehouse manager at Groupon.

"It took the experienced Stonebranch team only three days to deploy the solution, compared to 1 month for SOS Berlin. The solution is highly intuitive, and we did not need training. With a 10 times faster deployment and less training than our prior solution, we avoided significant costs."

Results: Return on Automation*

Groupon now uses Stonebranch UAC to automate, integrate and manage workflows from any web-enabled device.

"The Stonebranch interface makes workflows highly visual and easy to understand, so that they are much easier to create without having to use XML, as in our prior solution," says Caesar.

"We are able to create workflows 10 times faster now, and we can include everyone in the process. Coding or script experience is no longer needed, a huge advantage for us."

In addition, says Mikhail Tibelius, Groupon was able to save approx. \$11,000 on hardware costs by switching to Stonebranch, and now uses five fewer servers, due to the intelligent architecture of the solution.

Stonebranch is a 64-bit solution, with greater processing bandwidth, whereas SOS Berlin was 32-bit. Reliability and performance have therefore been transformed.

"In our prior environment, workload automation system failures occurred about 90 times a year and took about 20 minutes to fix each time," says Tibelius.

"Stonebranch has eliminated failures to date. That saves us more than 30 hours a year in unplanned downtime and staff remediation work."

Key processes now execute as needed. "Our performance is optimal," Caesar explains. "We have fraud detection processes that are time-sensitive, and as a public company, we have to gather and exchange sensitive data in our month-end closing. We count on the resilience of UAC and its ability to execute modified reruns to protect us against bottlenecks."

Groupon was also very impressed with the fast, professional support provided by the Stonebranch team, Caesar adds. Both the support and the solution have transformed Groupon for the better: "At our company, Stonebranch Universal Automation Center has become essential and irreplaceable," he says.

*** Return on Automation (RoA):** the investment in automation and the right automation tool pays off in a short time and returns many benefits. These include higher efficiency, faster processes, greater process reliability, higher data throughput, seamless integration, and higher production. The overall result is an increase in profits.

Mikhail Tibelius
Data Warehouse Manager,
GROUPON

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ABOUT STONEBRANCH

Stonebranch builds dynamic IT automation solutions that transform business IT environments from simple IT task automation into sophisticated, real-time business service automation, helping organizations achieve the highest possible Return on Automation.

Using Stonebranch's simple, modern and secure IT automation platform, enterprises can seamlessly orchestrate workloads and data across technology stacks and ecosystems.



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