

Who They Are

PeopleBrowsr is a social media analytics and monitoring company. At present it has 35 employees, more than 80 enterprise customers, and offices in San Francisco, Sydney, New York, and London. PeopleBrowsr has recorded over 1,000 days of collective intelligence in its Datamine, including all of Twitter since 2008, public Facebook posts since June 2010, and the last two years of blog posts on services like Tumblr, Posterous, Blogspot, Wordpress, and many other popular platforms.

The social analytics industry is growing rapidly as marketers seek mission-critical metrics for their campaigns. PeopleBrowsr is the only company that currently offers an all-in-one analytics, search, monitoring, and engagement social media platform.

Founded in 2007, the company consists of three divisions: Campaign Services, Platform Development, and API Services.

Campaign Services uses technologies developed in-house to create, execute, and analyze social media campaigns. Its clients include social media marketing agencies, traditional advertising agencies, and public relations firms as well as well-known brands like Kodak, Blackberry, Comcast, Universal Music Group, Sony, SAP, and Samsung.

Platform Development conceptualizes and develops the company's Playground suite of social monitoring tools, including Viral Analytics, Social Vectors, and Sentiment Analysis. Its search platform for Twitter and Research.ly, allows users to find users to find people with related interests, pinpoint their most relevant tweets, and interact with them.

API Services provides developers unprecedented power to easily integrate social data an analytics into their applications. The company's API provides full access to its Datamine and filtering technologies.

Challenge

PeopleBrowsr provides its clients with data from nearly every social media outlet. It was one of the first companies to receive access to the full Twitter Firehose—more than 200 million tweets from roughly 200 million users each day. Since 2008, the company has stored and indexed more than 50 billion tweets, and actively indexes, and filters approximately 1.5 billion tweets per week.

To make this high volume of information useful to marketers with relevant analytics and metrics, PeopleBrowsr created proprietary software to streamline the gathering, cataloging, processing, and presentation of the data.

PeopleBrowsr — At A Glance

Company

PeopleBrowsr

URL

peoplebrowsr.com

Industry

Social Media

Profile

A social media monitoring and analytics company providing marketers with social media brand engagement, data mining intelligence, and sophisticated social search.

Challenge

Needed comprehensive, reliable hosting and storage with a high level of service and support.

Solution

Selected Mass Storage dedicated servers and virtual dedicated racks from SoftLayer®.

Contact Us
866.398.7638
214.442.0602
softlayer.com

PeopleBrowsr was searching for massive, reliable storage for its 100+ terabyte Datamine and high-performance computing for its powerful software platform. The company also needed a solution that would provide comprehensive customer support and easy, unlimited access to its data and infrastructure controls.

■ Solution and Results

PeopleBrowsr chose SoftLayer services for its infrastructure needs. "We were looking for a strong overall service quality," said Jodee Rich, Founder of PeopleBrowsr. "We decided to engage SoftLayer based on their reputation for providing outstanding service."

For its primary dedicated servers, the company selected Mass Storage 2U and 4U chassis as well as several of SoftLayer's 1U servers. Other services include iSCSI storage, Virtual Dedicated Racks, additional PPTP VPN licenses, and a load balancer.

"SoftLayer's servers do exactly what we need them to do," said Mr. Rich. "Our business places unique demands on our technology partners. The infrastructure SoftLayer provides is ideal for meeting the dynamic requirements of our company."

In addition, PeopleBrowsr receives 24/7 customer support and access to SoftLayer's Customer Portal, giving the company anytime/anywhere access to the controls for its servers.

"We selected SoftLayer because of its competitive pricing and excellent customer support," said Mr. Rich. "The quality of products and services, options, customer care, sales approach, and reputation led us here. We're very satisfied with the services, and will continue working with SoftLayer in the future."

■ About SoftLayer

Headquartered in Dallas, SoftLayer is the innovation leader in on-demand Web hosting and data center services. As the largest private hosting company in the world, SoftLayer lets customers create Cloud, Dedicated, or seamlessly integrated computing environments, leveraging world-class data centers in Dallas, Houston, San Jose, Seattle, Washington D.C., Amsterdam, Singapore and network Points of Presence worldwide. SoftLayer automates all elements of its platform, empowering enterprises of any size with complete control, security, scalability, and ease-of-management via a leading Customer Portal and Open API. The company's proprietary offerings include the industry's first Network-Within-a-Network topology for true out-of-band access, providing remote access to all management options.