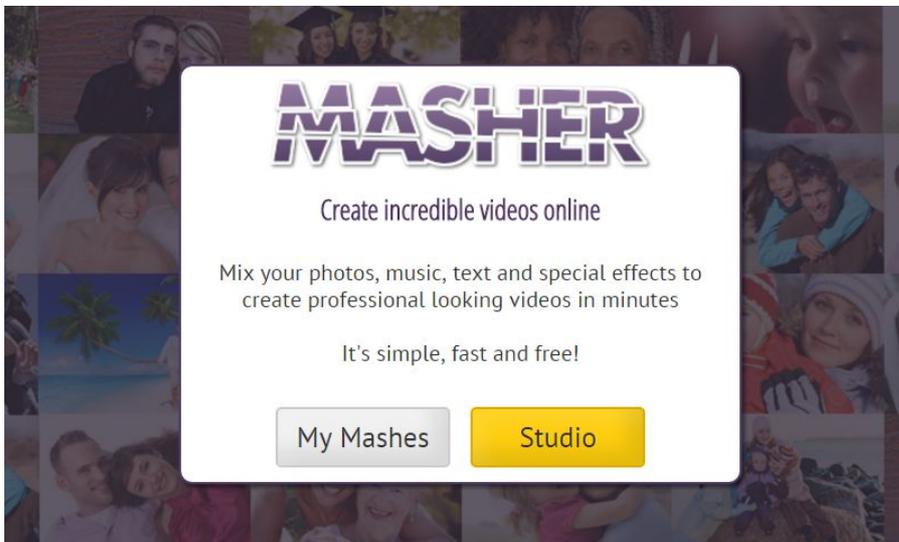


Mash it up: Mashers turn to 10Duke APIs to cope with exponential growth in subscribers

A spin-out of the BBC in London, Masher is an award-winning, online video creation application. When Masher started to experience substantial growth in users it turned to 10Duke to help cope with the increased demand from its subscribers on both its underlying video engine as well as its need to allow subscribers to access the Masher application by signing on directly or using their favorite social ID.

The Challenge

- › To make it easier to connect to /access the application
- › To improve scalability of file storage, including user generated content (UGC) and derivative media created by subscribers



The Specific Problem

Masher understood that it could integrate directly with Facebook Connect, but also wanted to support other social ID providers such as Twitter and Google.

Masher knew that each Social API would take time to understand, integrate and maintain. They needed a convenient solution that was quicker to deploy and with less ongoing maintenance required. To meet their file storage challenges, Masher was already operating a private cloud and wanted to therefore avoid relying on AWS but needed a simple solution that could scale as their business continue to grow.



Industry

Online Media

Challenge

To improve user access and online file storage

Solution components



10Duke SDK



10Duke Identity Provider



10Duke File+

Delivery timeframe

8 weeks (calendar)

Coverage

Worldwide, 500,000 subscribers

Key stats

- › 300% increase in videos created
- › 180% increase in monthly subscribers

Website

www.masher.com

Deliver more.



<http://www.10duke.com>

The Solution

Masher opted to integrate with 10Duke Identity Provider and File+ APIs.

The Identity Provider API provided out-of-the-box capability to accept direct sign-on to the Masher application as well as via Facebook, Google and Twitter. This saved the Masher team the time and hassle of integrating with each social API separately and then maintaining those connections.

The 10Duke File+ API provided Masher with the ability to more easily place and manage user uploaded files and created videos in cloud-based storage that was better able to scale to meet Masher's fast growing needs.

Implementation Method

Integration was done by Masher's in-house development team based in Newcastle with 3rd line support being provided by the 10Duke team in Helsinki and London.

The integrations took two-man weeks and allowed the Masher team to focus on their priority tasks.

Deployment Model

The 10Duke APIs were deployed on Masher's servers in Masher's private cloud located in data centers in Falkenstein, Germany.

Result

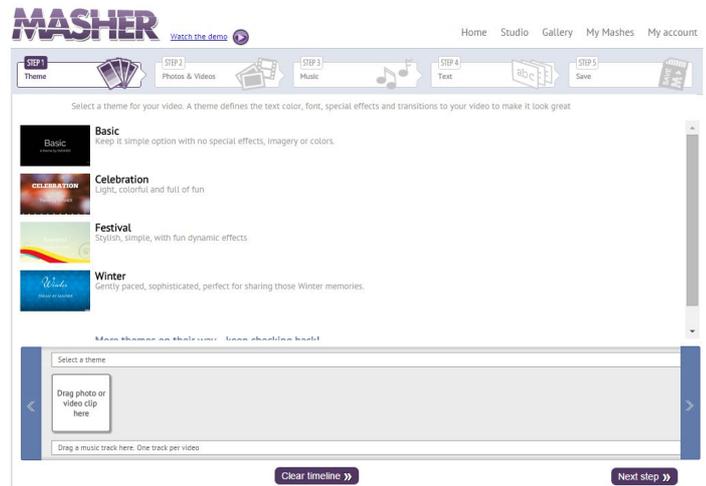
Masher was quickly able to come to speed with the 10Duke APIs and integrate them into the base Masher application.

In just a few days Masher was able to dramatically improve the scalability of their cloud-based file storage for both UGC and derived media, as well as significantly improve the ease with which potential subscribers could access the Masher application, particularly from Facebook.

- › 300% increase in video created month on month
- › A 180% increase in monthly subscribers
- › An 8 week (calendar) implementation time

“ *The 10Duke APIs have given Masher the scalability and flexibility we need to provide our international subscriber base with seamless access to Masher. As one of the largest communities of video creators online, it is important for us to allow users to access Masher with the login credential they prefer – be it Facebook, Twitter or Google. The 10Duke Identity Provider gives us this capability of SSO.* ”

Henry Chamberlin, Director, Masher



About 10Duke

10Duke provides a set of composable services, delivered as RESTful APIs, that cover capabilities such as Single Sign-On, federated identity management, content paywalls and metering, identity-based licensing, and cloud-based file management and conversion. 10Duke APIs have been used to create award-winning online applications for customers such as Rovio (Angry Birds), the Association of Tennis Professionals (ATP), the BBC, Trimble, Unilever, Arsenal Football Club, and Maserati.

Deliver more.



<http://www.10duke.com>