Percona DBA Service Provides BoxyCharm with 24x7x365 Engineering Team

Business Challenge

Who Is BoxyCharm?

Headquartered in South Florida, BoxyCharm is a beauty box subscription service, offering popular and chic beauty products, including nail care, hair products, skincare, and cosmetics. Founded in 2013, BoxyCharm is growing more than 100 percent year-over-year and has a community of more than 2.4 million social media followers and millions of monthly online visitors. The company currently relies on Amazon RDS for MySQL for its database.

The Challenge

When BoxyCharm first began to grow rapidly, the company had only a single employee to manage its cloud-based e-commerce database. This presented a significant challenge around resource allocation. How could the company ensure someone was always available to respond to database issues 24x7x365 while still keeping the headcount down?

> " I sleep easier knowing that the Percona DBA Service is on call 24/7 so our customers are never impacted by a major database issue. Percona's team of highly experienced professionals consistently delivers beyond our expectations, and we consider them welcome members of our team "
>
> *Director of Cloud Engineering,* BoxyCharm

The Solution

To ensure a smooth-running database and an optimal customer experience—without adding a single employee to the internal team—BoxyCharm turned to Percona. The Percona DBA Service, a managed database service, is "always on," so a team of highly experienced Percona engineers is able to respond immediately to any issue—anytime, anywhere. Percona engineers also support BoxyCharm with day-to-day management of the database, including deploying patches and updates and adding indexes.

Key Benefits

The Percona DBA Service eliminated the need for BoxyCharm to hire multiple MySQL database specialists to ensure 24x7x365 coverage. The Percona DBA Service team rapidly corrected configuration problems as they arose and suggested other fixes as needed.

For a director of cloud engineering at BoxyCharm, Percona engineers are an extension of his internal team, but he doesn't have to hire people, assess their expertise, conduct performance reviews, or worry if there are still knowledge gaps. He knows that Percona has him covered with top-tier professionals.

Despite having grown his internal DevOps team over the years, Bekurishvili has maintained his engagement with Percona. BoxyCharm has migrated to a clustered environment for its cloud-based MySQL database, which has grown to nearly 300 GB in size, and the Percona DBA Service has been essential in helping BoxyCharm understand the best approaches to this more complex deployment.

"Our Percona engineers are heroes every day. They are always available and easy to work with. Their broad experience with thousands of MySQL deployments means they have more knowledge at their fingertips than our internal team could ever develop."

Technologies And Services Used

Percona DBA Service

The Percona DBA Service is a flexible managed database service delivering world-class, enterprise-grade expertise across a variety of high-performance enterprise database environments. Percona experts help keep databases running at peak performance, so teams can focus on the core business. Businesses can choose to rely on Percona DBA to augment current resources or to fully manage all requirements.

> " We consider Percona engineers to be our 24/7/365 headcount, and when you think about it that way, they are ideal employees. We can ping them anytime, and they always provide the right fixes. We know the Percona engineers on our team, and they provide regular status updates, so it's really like having an expanded global workforce. "

Contact Us Now

To learn more about Percona's services, contact us at +1-888-401-3401 in North America, +44 (203) 608-6727 in Europe, or sales@percona.com.