



World-renowned Boat Manufacturer Powers Cloud Services and Business Growth with Azure Environment and ClearDB MySQL Backend



A progressive, family-owned company located in Indiana, [Thunderbird](#), which does business as Formula Boats, produces boats that are world renowned for beautiful styling, advanced engineering and exciting performance on the water. With a long-established philosophy of uncompromising quality in every detail, Formula Boats is recognized as today's premier powerboat. Thunderbird manufactures 22 models of Formula boats, including bowriders from 24 to 35 feet, cruisers from 24 to 40 feet, Go-fast boats from 29 to 38 feet, and a 45-foot yacht. The Formula name has been around since 1958, and Formula boats are known for their racing heritage; a Formula boat won the American Power Boat Association World Championships in both 2000 and 2003. In 2006, Formula's Unlimited Hydroplane took first place in the ABRA National High Points.

Challenge

Thunderbird was hosting its website on an on-premises server, running Windows Server 2008. The server hosted the WordPress site and the company's MySQL database. The WordPress/MySQL data was growing at a rate of at least 10 percent annually, and the site stability on the server had become inadequate. As a result, the company experienced Internet and power outages, which effectively shut down the website repeatedly.

That's when Formula Boats decided to migrate its website to the cloud; several factors played into the decision, but site stability remained the core concern. It came down to two frontrunners: a MySQL database through ClearDB's DBaaS offering or a virtual machine (VM) with Azure hosting the site and database on that VM locally.

Solution

Formula Boats chose to move forward with the ClearDB DBaaS cloud solution because of its flexibility, automatic back-ups and scalability benefits, which significantly surpassed the on-premises infrastructure solution.

"Several tutorials on transitioning an on-premises WordPress site indicated that ClearDB was a good Azure-based MySQL provider," said Ben Moeller, Thunderbird senior application developer. "I highly recommend anyone considering a similar transition to check out this tutorial: <https://superwidgets.wordpress.com/2016/04/01/migrating-wordpress-web-site-to-azure/>."

Formula Boats experienced a couple of issues with the initial deployment, relating to cache locking and connections stacking up, but the ClearDB support team proved invaluable in getting those concerns addressed quickly.

Results

Site Stability Achieved

Today, Formula Boats has an Azure environment hosting its production public website on WordPress with a ClearDB MySQL backend. The WordPress site is an Azure Web Application utilizing an S1 Standard Application Service Plan, and Formula Boats is on the Saturn plan with ClearDB for the database backend.

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Application Developer.**



"We wanted a stable, cloud-hosted database with a backup solution, and we absolutely achieved that with ClearDB," said Moeller. "We've gained scalability, automatic back-up capabilities and increased site up-time, which we predict will lead to increased sales."

ClearDB: Uncompromising Quality Defined

ClearDB provides a faster, stronger, safer approach to getting data to applications anywhere in the world. Key features include:

- Global architecture designed from the ground up for high availability and low latency to MySQL-powered applications
- Scheduled backups in multiple regions and time zones to ensure data availability
- Instant backups, and restoration of existing backups on demand
- One-click database restoration
- Advanced security for data stored within a database, on the wire or in a backup device, including encryption
- Encrypted connections via SSL certificates
- Always-on database monitoring
- Simple, effective tools for easy analysis of database statistics
- Easy management API to automate backup operations and obtain real-time database status info

"The MySQL database through ClearDB's DBaaS solution has transformed the way Formula Boats does business," added Moeller. "Gone are the days of worrying about a website shut-down, and precious time and potential business opportunities lost. Knowing we have a stable, cloud-hosted database solution with automatic backups in place gives me great confidence and peace of mind."

Needs

Thunderbird needed a website hosting solution that would provide the 24/7 site stability required for its business.

Values

ClearDB worked closely with Formula Boats throughout the entire implementation process to ensure the company received the best Azure/ClearDB/MySQL solution to meet its website stability and backup needs.

Benefits

- Website stability / increased site up-time
- Scalability
- Automatic back-up capabilities
- Flexibility
- Cost

Results

- 24/7 website up-time, leading to increased sales