Smart Toys, Smart Apps, Smart Games Drive PRIVO to Rely on Astute Provider ClearDB

Founded in 2001, Privacy Vaults Online, Inc., dba PRIVO, is an identity and consent service provider that provides companies the knowledge, resources and tools necessary to initiate and manage responsible, effective youth and parental relationships online. As a FTC-approved, neutral third-party, PRIVO enables websites, applications, games and other online services to comply with the Children's Online Privacy Protection Act (COPPA) when they interact with and market to children under the age of 13 online.

Today, almost 90 percent of kids have access to a tablet - with direct ownership growing 20-30 percent annually - and use it to watch movies and television shows.* To interact with these young audiences, companies must obtain parental consent with data driven services before engaging these youth with an application, game or contest – and that's where PRIVO comes in. PRIVO works with many large private and public companies around the world that interact with kids. These companies use PRIVO's one-step sign-on to authenticate login credentials and to manage data collection. Once a parent/child has a PRIVO Identity Management (iD) they can use applications such as Facebook or Google and login into any compliant site, game or application that accepts a PRIVO iD.

Challenge

PRIVO's software as a service (SaaS) is a hub of restful APIs that can be independently utilized for authentication, identity verification and consent management. The APIs can be pulled into a consent flow, to enhance existing login access or they can power actual registrations. The PRIVO system is based on JAVA and uses the Spring Framework. In order to deliver best-in-class and low to no latency performance PRIVO turned to ClearDB for assistance.

PRIVO's enterprise customers wanted to confirm scalability to ensure that its end consumers were not burdened every time they had to verify a login credential for managing the engagement of participating kids and family. "Because we sell to businesses by managing the consumers' login and consent to engagement, our system needs to be fast," said Denise G. Tayloe, Co-founder, President and Chief Executive Officer of PRIVO. "The last thing the end consumer wants to do is wait for the next page to load."

Recently, PRIVO was in the midst of a proof of concept with a large American multinational toy manufacturing company. The company turned to PRIVO to do individual identity verification across all its brands, and PRIVO had to prove it could scale to 68+ million accounts. "We had to show we could hit many registration and login instances, concurrently at one time – we had to show we could scale," said Tayloe. "We're a fairly small business and we were going up against much larger companies. We were at a critical stage in the life of our company."

PRIVO needed a solution that would meet these requirements and allow the company to meet its service level agreement (SLAs). The solution had to provide the highest in database security. The database absolutely could not be a bottleneck.

> "BECAUSE WE SELL TO BUSINESSES BY MANAGING THE CONSUMERS' LOGIN AND CONSENT TO ENGAGEMENT, OUR SYSTEMS NEEDS TO BE FAST"
>
> Denise G. Tayloe, Co-founder, President and Chief Executive Officer of PRIVO.

Solution

PRIVO found the solution they were looking for in ClearDB's database as a service (DBaaS) solution. ClearDB provides a high-speed database system that is elastic enough to be configured for all types of use cases and leverages MySQL (or any other relational database created in the last 30 years) to power extreme workload requirements that have tight performance variance SLA requirements.

"When we spoke to ClearDB, it became an in-the-moment decision," said Tayloe. "ClearDB understood our story and what we needed to get to our next level of growth. They wanted us to be successful – our opportunity was their opportunity."

Reliability, Scalability, International Footprint, Security… Check

Immediately, ClearDB's DBaaS helped PRIVO from a performance and scalability perspective during its high-profile proof of concept. With ClearDB enabled, PRIVO proved overnight that they could go from 5,000 users - authentication and registration connections at the same time - to 10,000. "ClearDB enabled us to the level a recent customer required. Without it, we couldn't have gotten to that point of proof of concept," said Tayloe.

ClearDB's DBaaS is now in production and is handling PRIVO's explosive growth which is critical in ensuring that customers with the lowest attention span – children - aren't delayed in registering and signing in for a customers' contest and online accounts. The stakes are high: if the ClearDB solution is not answering when 10,000 children wake up one morning and register for a contest within the same hour, then PRIVO will be fired. With the high reliability of ClearDB, this is a situation that no longer keeps PRIVO executives awake at night.

PRIVO also manages data outside of U.S. jurisdiction. Large companies in Europe require that its data reside geographically local and ClearDB helps architect these requests to allow PRIVO's service to talk to the database and have an international footprint.

In addition, ClearDB's integrated DBaaS provides the critical security necessary for PRIVO's data at rest.

ClearDB: Eliminating the Database Bottleneck

ClearDB provides a faster, stronger, safer way of getting data to applications anywhere in the world. Key features include:
- Platform performance and scalability is elastic enough to be configured for large and small workloads
- 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
- ClearDB provides in-memory database performance to increase workload efficiency and predictable application performance

"SINCE WE ARE WORKING WITH THE WORLD'S LARGEST CUSTOMERS, THE ABILITY TO DEMONSTRATE SCALING FAST IS CRITICAL TO OUR CONTINUED SUCCESS"

Denise G. Tayloe, Co-founder, President and Chief Executive Officer of PRIVO.

"We will have more companies come to us needing this prototyping proof of concept work to verify our ability to scale with their needs," said Tayloe. "Since we are working with the world's largest customers, the ability to demonstrate scaling fast is critical to our continued success."

Results

Needs

PRIVO needed to update its database system with a solution that would enable its database to be secure, scalable, reliable, have an international footprint and allow them to fulfill client SLAs.

PRIVO anticipates growing to 10-30 million fully verified accounts in the United States as its customers are some of the largest brand names in the world, and have the potential to bring in tens of millions of accounts quickly – meaning the PRIVO system must be highly available, secure, fast, and efficient – with no downtime. With smart toys and smart watches, demand for PRIVO's identity and consent services is expected to lead to 91-92 million registered accounts by 2020.

Values

ClearDB provided PRIVO with white glove treatment from the beginning, so much so that PRIVO has said they could not imagine going anywhere else. ClearDB has provided readily available customer service throughout the entire process - allowing a small company such as PRIVO to feel comfortable asking for help and getting it. ClearDB is interested in growing its small partners.

Benefits
- Reliability
- Security
- Performance/speed (optimization of the database)
- Ability to scale as business grows
- International footprint
- Ability to provide the service contracted to do at a very high service level agreement

Results
- Doubled the number of users that could be served concurrently
- Increased scalability
- Increased data security
- Obtained international footprint

* How Digital Kids Media is Turning into a Multi Billion Dollar Opportunity, https://www.exchangewire.com/blog/2016/04/20/how-kids-digital-media-became-the-hottest-market-in-the-world/, Exchange Wire, 2016

ABOUT CLEARDB

ClearDB is an enterprise-class DBaaS provider offering MySQL as a service in the world's largest public clouds. When you subscribe to ClearDB you embrace a faster, stronger, safer and more reliable way to get data to your MySQL applications, no matter where you are in the world. With a global architecture, scheduled backups, advanced security, always on monitoring, easy management APIs, and 24/7 customer support, we give you all that you need to leverage the benefits of a single or multi-cloud solution. ClearDB creates multi-master with optional multi-replica MySQL configurations in regions throughout the world to provide your applications with a fully redundant solution that can service outages, network failures, and even natural disasters. You choose how much computing power and storage you need, we set it all up so that you have a secure, powerful and reliable MySQL database that bests serves your needs. For more information, visit www.cleardb.com