Yooture with ClearDB Shakes Up the Job Search Market

A team of innovative developers founded Yooture in 2013. Headquartered in Zurich, Switzerland, the company develops job search applications for Swiss job seekers and corporations. This fast-growing company provides the second largest mobile job seeking application in Switzerland, with a healthy market share of 270,000 downloads and 250 paying corporate customers. Job seekers use the application for free.

Unlike generic job search sites, job seekers do not start by plugging in a title and hoping for the best. Instead, they fill out a detailed profile on Yooture's mobile application or website, answering questions about their experience, skill level, and preferences. Yooture then compares the profile to open positions, and quickly returns a list of open positions that most closely match the job seeker's profile. At the same time, Yooture notifies employers about the prospective candidate and enables the two parties to then chat directly on the Yooture platform.

Yooture's mobile technology lets the company go head-to-head against Switzerland's dominant job search provider. A provider who competes aggressively against start-ups but cannot match Yooture's advanced algorithms and messaging platform.

Challenge

With great success in the marketplace came the need for scale and reliability. Having originally developed the application with a self-managed MySQL database, the development team recognized that a more robust database solution would be necessary. It was imperative that the database architecture could reliably support a fast-growing business without taxing the organization with related database administration cost and expertise. Having already selected Pivotal Cloud Foundry on Amazon Web Services (AWS) as the platform of choice, the search began for the right database solution.

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>
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Solution

The initial implementation of MySQL was a success and it made sense to continue down this path in search of a more robust version of the database. After evaluating several options, Yooture chose ClearDB as its MySQL service provider.

ClearDB's advanced integration with Cloud Foundry made deployment extremely simple. The Yooture team executed a series of simple commands in the Cloud Foundry interface to provision the ClearDB service and within one minute the application was connected to the new database. Dominik Bartholdi, co-founder of Yooture, oversees application development and operations and said, "We chose Cloud Foundry as our platform because I wanted to be vendor-neutral. I didn't want to spend my time routing and provisioning containers. All I really wanted was for Cloud Foundry to run my application."

Yooture started with a free database to test the ClearDB service and rapidly expanded their implementation. Bartholdi reflected on the experience saying, "Choosing ClearDB was a really good decision. We were growing quickly and had to migrate the free starter database to a larger system. We separated the database into three different environments -- a continuous integration environment, a user test environment and a production environment. They helped us with this transition and made it easy."

Yooture provides three different user interfaces for candidates: iOS, Android and the Yooture website. All three customer applications connect to the same ClearDB MySQL database in Cloud Foundry. ClearDB serves up the data through Cloud Foundry to the mobile application. The company uses Elasticsearch as the run-time matching engine and RabbitMQ as its messaging system. Yooture also runs backend applications for system-wide visibility and functionality and uses Cloud Foundry batch processing for user license management, push messaging and subscription emails.

Results

ClearDB Supports Innovative Yooture with Security, Support, Simplicity and Stability

Compliance and Security
ClearDB is platform-neutral and can quickly migrate data to various locations to meet Yooture's critical compliance requirements. Bartholdi said, "It's a high priority for us to move our hosting into Switzerland. We also want the option to choose between cloud providers. That is one of the reasons we chose ClearDB and Cloud Foundry. They already supported multiple hosting providers with services offered in locations throughout Europe." Bartholdi also pointed out that regulatory compliance is not Yooture's only security concern. He said, "Our customers expect that we keep their data private and it's our highest goal." ClearDB maintains privacy and security with multi-regional read/write mirroring for 100 percent uptime. They also combine 256-bit SSL encryption and client certificates directly in MySQL to deliver the highest level of data security.

Customer Support
When Yooture needs customer support, ClearDB is there. Bartholdi reported that customer support is proactive and highly responsive. "Good customer support is one of our most important needs. ClearDB will answer a question within minutes. This is one of the biggest advantages I've seen compared to many other systems. I asked one of our other vendors a question and it took five days for them to give me a useful answer. Nothing like this has ever happened with ClearDB. This is very valuable to me."

Simplicity
Simplified management is important to Yooture, which does not employ an in-house DBA. Bartholdi said, "We don't have a DBA. I consider ClearDB my DBA." ClearDB's system is constantly monitoring database health and actively alerts internal customer support and Yooture to any issues. The monitoring system and ClearDB's support team also help during planned events. Bartholdi said, "Monitoring is very important during major updates like schema changes on our larger tables. These updates can take hours, and I wouldn't be as confident without ClearDB support before and during the update."

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Stability
Having doubled its user base in 2017 and with the forecast of doubling again in 2018, Yooture needs a very stable platform to support its growth. In only 3.5 years, users have already downloaded over 250,000 instances of the application. ClearDB's MySQLaaS is highly

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scalable, supporting high performance and stability in dynamic environments. This stability enables Yooture to serve its end-users well. Bartholdi said, "When I look at the whole picture, it's ClearDB's stability that gives us and our clients all the assurance we need." End-users trust that its data will be secure and always available. Yooture earns that trust with ClearDB's stability and database integrity. Multiple Yooture applications employ the MySQL databases, but the master data stays protected in ClearDB's service. Even if other applications go down, ClearDB lets Yooture rebuild without losing any data.

Benefit Summary

- ClearDB is platform-agnostic and seamlessly migrates locations, which lets Yooture to comply with new privacy regulations.

- Ease of management and scalability supports fast-growing downloads and year-over-year customer growth.

- Excellent customer support team quickly responds to questions or issues.

- ClearDB stability and self-monitoring frees up the IT team to develop innovative applications.

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