Brandfolder
by smartsheet

Honorary Mention
DevOps dreamer

Smartsheet

Smartsheet is a SaaS platform for collaborative work management. Its Brandfolder subsidiary is an enterprise application for managing digital marketing assets.

In early 2021, Brandfolder by Smartsheet launched a six-month effort to migrate to Google Kubernetes Engine on Google Cloud. This was also a shift to cloud-native technologies and DevOps practices while leveraging Google Cloud managed services. In addition to the managed aspect of these services, horizontally scalable infrastructure and serverless infrastructure have provided a path toward largely hands-off operations.

Going cloud-native

One of the biggest changes required to implement the move was organizational. The Brandfolder team needed to form cross-functional squads and create an on-call rotation to support the new system. The organizational changes fostered greater ownership and led to a nearly 50 percent month-over-month reduction in incidents.

Since the migration, Brandfolder has maintained 99.99 percent platform uptime, all while scaling for 5–10 times growth in users, files, storage, and other metrics.

The embrace of cloud-native technologies has enabled Brandfolder to accelerate its roadmap using Google services such as Cloud Armor, Cloud CDN, Cloud Run, and Cloud Load Balancing.

Using Google's managed services has benefited Brandfolder by making scaling easier, reducing its team's workload, and controlling costs. For example, Google Pub/Sub, the scalable queuing system that ingests and distributes data at high speed, offers simpler implementation and lower costs as well as "the ability to ignore scalability concerns with the infrastructure," Brandfolder notes. "Pub/Sub provides peace of mind that we don't need to monitor capacity and utilization metrics."

To learn more about Smartsheet's successful project, check out this video.

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