

THE CUSTOMER

automotiveMastermind®, the leading provider of predictive analytics and marketing automation solutions for dealerships and manufacturers, revolutionizes the way to find, engage, and win customers by successfully leveraging Big Data Behavioral Analytics. Their proprietary technology analyzes years of customer, service, and market data to better understand and predict exactly which customers are ready to buy, the reasons why, and the key messages most likely to close the sale. Mastermind work with over 1,300 dealer partners across the United States.



Weaveworks has made deployments incredibly easy. We're now deploying anywhere from 30-40 services a day instantaneously. That's something that would have taken us weeks to do in the past."

- Deavon McCaffery, Principal Engineer

CHALLENGES

Mastermind provides a SaaS product used by car dealerships to predict buying patterns and habits in order to better target future purchases. Event data is brought together into a predictive behavior score that indicates when a consumer is ready to buy.

Since their SaaS analytics engine processes 1,000's of customer and vehicle data inputs, the service needs to be robust and respond in a timely manner. Thousands of sales associates are querying the system daily for real-time analytics to close deals. There can't be any performance bottlenecks, and the system needs to be stable and reliable while they continuously roll out new features and improve on the service.

To maintain their market leadership in predictive auto sales, Mastermind was looking for a solution to continuously deliver new features fast and reliably. Clusters can go down during development and rebuilding them takes up valuable time. To mitigate this risk, and deliver new functionality quickly, the team realized they need tools that incorporated end to end workflows to rapidly deploy new features as well as recover from a cluster breakdown during development.



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HIGHLIGHTS

By adopting Weave Cloud, automotiveMastermind:

- Increased deployment speed and reliability, went from 8-10 week cycles to 10-100 deployments a day.
- Reduce MTTR from hours to minutes.
- Hands-free Prometheus maintenance and configuration.

KEY BENEFITS

- Increased velocity and reliability of deployments.
- Quicker customer response time.
- Increased cluster observability for entire development team.

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In order to provide a 360-degree view on sales leads to their customer base, their SaaS needs to be responsive and scalable. Building a complex service that scales in real-time means that when problems arise they must be understood and quickly resolved before they affect their customers.

Without the right tools, debugging distributed systems and drilling down to identify the root cause can be challenging. Traditional logging and tracing tools don't work with applications running in a dynamic cluster like Kubernetes. To pin point and solve problems, the team at Mastermind chose Prometheus — the de facto standard for monitoring and alerting applications running in Kubernetes.

But after implementing an in-house installation of Prometheus themselves, they realized that it didn't scale well and was time

“ *Prometheus is a pain in the neck to maintain. Weave Cloud's Prometheus as a service, just took a little bit of extra work off my shoulders and I'm all the happier for it.*”
- Deavon McCaffery, Principal Engineer

consuming to maintain. In the end, they needed Prometheus' capability to deliver powerful insights, but they didn't want the maintenance overhead.

SOLUTION

Mastermind's SaaS runs on GKE, and typical of a microservices-based architecture, their app is written in a variety of languages. They use Azure DevOps for builds, and GCR as the container registry.

Having looked at the different options, Mastermind settled on Weaveworks. Weave Cloud completely automated their deployments, allowing their development team to deliver hands-off deployments to clusters running in GKE.

Because almost everything in Kubernetes can be configured declaratively, it means that they can specify exactly what a workload is and how it's going to run in the cluster and keep the declarations in a repo like Git. When a developer merges an update to Git, Weave Cloud can compare Git with what's running in production. When there's a divergence, it automatically brings the production cluster up to date with what just got merged. With Weave Cloud, developers are not required to log in and make manual changes to their development or production clusters to continuously deploy new features.

The ease of use and simplicity of Weave Cloud's deployment feature in combination with GitOps workflows have dramatically increased the team's velocity and deployment reliability. With Weave Cloud, their deployments have gone from large, error-prone releases every 8 to 10 weeks to smaller, and more reliable releases 10 to 100 times per day.

To monitor and observe cluster events, the team pushes Prometheus events to Weave Cloud's multi-tenanted, horizontally scalable Prometheus as a Service. This has been another major advantage for the team, and the time gained from having to manage infrastructure, allows for increased productivity, and innovation.

Since GitOps' best practices and workflows are fully integrated with Weave Cloud, meantime to recovery is reduced from hours to minutes. GitOps provides the entire team with a single source of truth from which to recreate their clusters and get everything running exactly the way it was before the meltdown. An additional bonus is the audit trail conveniently provided through Git that can be used to meet SOC 2 compliance regulations.

“ *“Before Weave Cloud, we deployed changes to our production environment on an 8-10 week cycle. These included large deployments to multiple components and services simultaneously and it was rarely a smooth process. We now deploy small, incremental changes 10 times, and sometimes 100 of times per day.”*- Deavon McCaffery, Principal Engineer

RESULTS

With Weave Cloud their development team has a complete end-to-end Continuous Delivery solution where deployments happen with the single click of a button.

The simplicity of Weave Cloud's deployment workflows and the incorporation of GitOps increases the team's deployment velocity and reliability more than 100 times. Built-in GitOps workflows and cluster aware monitoring allow them to recover from disaster within minutes instead of hours.

With Weave Cloud's time saving hosted Prometheus monitoring and deployment automation, the engineering team can focus on delivering impactful business innovations and responding to customer issues instead of managing infrastructure.