



## SOHO HOUSE

## HIGHLIGHTS

- Soho House confidently runs production grade Kubernetes at scale and has cut operations time for developers by up to 75%

## CHALLENGES

- Achieving production reliability and stability with Kubernetes
- Gaining observability of their deployment system

## SOLUTION

- Weaveworks' expertise in Kubernetes and GitOps best practices paired with Weave Cloud's Kubernetes management and operations capabilities gave Soho House the confidence and skills required to run at speed and scale.

## INTRODUCTION

Soho House & Co was founded in London in 1995 as a private member's club for people in the creative industries. Since then Soho House has opened clubs across Europe and North America, as well as established itself further with restaurants, cinemas, workspaces, spas and bedrooms.

The Ned, a joint venture with Sydell Group, is one of Soho Houses exclusive establishments. It's set in the former Midland Bank building in the heart of London. It was designed by Sir Edwin 'Ned' Lutyens in 1924. The heritage building hosts nine restaurants, 252 bedrooms channeling 1920s and 1930s design, a range of men's and women's grooming services and a members' club.

## CHALLENGES

The Soho House development team has been through a complete replatforming exercise over the past year, developing and operating applications using a microservices architecture. They evaluated various cloud providers but AWS was their preferred choice because it gave them the production confidence they needed to build their new platform. The team mainly relies on RDS outside of EC2 instances alongside ancillary services such as CloudWatch. Without RDS the team wouldn't be able to use PostgreSQL in a reliable setup which has been a game changer for their future roadmap.

While the team has been successfully deploying various services on Kubernetes, they were still searching for DevOps best practices that met their needs.

The first challenge was the team struggled to confidently trust the stability and reliability of their current production system.



"Weave Cloud helped us build our new Kubernetes clusters with confidence. The Weaveworks team went above and beyond to make sure we have the right monitoring, but also helped us to determine a proper deployment pipeline."

A cornerstone of production reliability and development speed is observability – a holistic approach to understanding system health. That includes understanding your deployment successes and failures and monitoring application and infrastructure analytics in real time. Before Weave Cloud, Soho House was only monitoring application uptime through CloudWatch and Pingdom but was lacking infrastructure analytics especially with regards to Kubernetes.

## CONTACT US



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The second challenge the Soho House development team faced was how to increase their efficiency and reliability of their deployment workflow. Being a small and nimble team meant they were constantly looking at ways for optimizing their existing deployment workflows using automated releases. Manual deployment intervention and custom scripting was a constant point of concern.

## SOLUTION

The Soho House development team evaluated numerous competing technologies such as CoScale, Sysdig and Weave Cloud. The team quickly realized that Weave Cloud's container aware monitoring based on a multitenant and horizontally scalable Prometheus-as-a-service was the logical choice for their dynamic Kubernetes clusters.



*Weaveworks thinks with us. We had requirements around our deployment pipeline and the Weaveworks developers have worked alongside us to ensure that we can achieve what we want without us having to make any significant changes to our process and tooling."*

Weave Cloud Monitor allowed the team to set up a one click integration with AWS CloudWatch.

The CloudWatch exporter simply grabs metrics and makes them available in Prometheus – all events can be now seen on a single dashboard. Alerts and notifications are sent when thresholds are met, so the engineering team can spring into action before end users are impacted.

With Weave Cloud's observability tools (Prometheus metrics and the topology mapping) the team was able to improve their visibility into the system by more than 75%. A significant step towards production stability. In order to increase production reliability Soho House engineers also needed guidance on setting up a deployment pipeline to fit the teams needs and workflows. Weaveworks helped the team standardize on GitOps best practices.

Their Infrastructure configuration is now declared in Git and Weave Cloud Deploy allows for full release management and automation such as block deployments, single click roll back, and immediate determination of deployment impacts. In addition the workload dashboard allows their team to quickly see what is deployed and where.

Not only did the Soho House team need a partner to help them understand DevOps and SRE best practices, but also assist them with setting up their workflows and team structures.

Weave Cloud is designed for frictionless installation and allows for immediate value add with container-aware monitoring and visualization to help teams understand and troubleshoot problems.

***"We had no issues, installation was a breeze, and again, Weaveworks was always a Slack away to help us out with any issues."*** said Jeroen Serpieters, Head of Engineering.

Weaveworks' mission is to provide their customers with cloud native tools and workflows to fit their team needs.

***"...again mostly support based, the team at Weaveworks is just great. I don't think we have any other supplier that has offered that much value."***

## RESULTS

Weaveworks was able to provide Soho House with the confidence and tools they needed to operate a reliable and stable Kubernetes production environment for The Ned. The engineering team can now fully observe their system thanks to the reliability of their sophisticated monitoring and release automation systems.

The team now spends up to 75% more time on improving their application code and adding business value instead of caring for their infrastructure and application management.

Due to this success, Soho House will also be rolling out its new membership experience across all sites, which will be entirely managed by Weave Cloud.

## ABOUT WEAVEWORKS

Weaveworks makes it fast and simple for developers and DevOps teams to build and operate powerful containerized applications. We minimize the complexity of operating workloads in Kubernetes by providing automated continuous delivery pipelines, observability and monitoring. Weaveworks also contributes to several open source projects, including Weave Scope, Weave Cortex and Weave Flux. Visit us at [www.weave.works](http://www.weave.works).