

## Industry

- [High Tech](#)

## Customer application

- Project Management and Organization App

## Use case

- Key-value

## Product

- [Couchbase Server](#)

## Key features

- In-memory database

## Cloud Provider

- [AWS](#)
- [GCP](#)



**Bublup** is a productivity platform that allows users to visually organize and share any kind of content, such as documents, photos, videos, links, notes, and checklists, via a familiar folder system with a

twist. Whether a personal or work-related project, the robust feature set allows users to visually organize and interact using a snappy and secure mobile app or a web browser.

With Couchbase, Bublup delivers its users an experience that is reliable, fast, and simple to use for all their digital organization, sharing, and planning needs.

## CHALLENGES

- Deliver a responsive, visually appealing, and efficient cloud performance that supports fast and real-time account updates across multiple sessions.
- Efficient infrastructure management that scales with user load. A backend technology that continuously innovates and evolves without requiring reengineering at high load.
- Ability to host the backend infrastructure in a reliable (multi-region, multi-cloud), and zero-downtime environment.

## OUTCOMES

- A high-performing, flexible and scalable in-memory database.
- The ability to scale according to the needs of the user base and a reliable level of data control that meets the requirements of the business as the app adoption grew from thousands to hundreds of thousands.
- Over 1 billion items stored in Couchbase servers spread across 5 AWS availability zones for full redundancy.

“As we aim to scale to millions of users, we trust that Couchbase can withstand the amount of activity and, in turn, continue to deliver a high-availability, high-performance database backend.”

— PRADEEP K. SINGH

CIO & VP of DevOps, Bublup, Inc.



“We needed a reliable database that was as responsive as the experience we want to give our own users—and Couchbase checked all the boxes.”

**PRADEEP K. SINGH,**  
CIO & VP of DevOps, Bublup, Inc.

“We evaluated a lot of database products while looking for a system that was fast, scalable, flexible, and easy to integrate. Our goal of high write and high read throughputs on large volumes of data led us to Couchbase.”

**MATTHEW BARRE,**  
VP of Software Engineering,  
Bublup, Inc.

## THE CHALLENGE: PROVIDE A SIMPLE SOLUTION TO DECLUTTER DIGITAL CHAOS

Picture a closet. It starts clean, organized, maybe even color coded, but over time, as more materials collect, the closet naturally becomes disorganized. As much as someone aims to maintain cleanliness and organization, it inevitably becomes a challenge to find what you are looking for. The same evolution of clutter happens in our digital lives. As people use their phones, smart devices and laptops to plan for vacations or prepare home remodeling projects, every photo, video, link and document file can turn their digital closet into digital clutter. Add to that the need to access your content from anywhere and share your content with friends, family, and coworkers—you'll need a real army of apps and cloud platforms to accomplish everything while you remain in control.

Enter Bublup. Founded in 2014, Bublup provides an easy to use, productivity solution that allows users to save, organize and collaborate in visual folders, making information gathering, project management and any type of planning easier for everyone.

## THE SOLUTION: FAST, POWERFUL DATABASE—A CRITICAL COMPONENT AT THE HEART OF BUBLUP'S GROWING BUSINESS

From the start, Bublup's goal has always been to deliver a visually pleasing collaborative platform with consistently low latency response times to its users. Prior to launching the product, the team knew they needed a powerful database capable of two main things: first, high performance so that users experience fast uploads without using too much CPU time to fetch or access the loads of data found on the platform and; second, a flexible database capable of scaling across the multitude of Bublup use cases with the power to support multi-region demands and, ultimately, multi-cloud needs.

## WHY COUCHBASE? PERFORMANCE, CHOICE AND SELF-HOSTED

As users of the Bublup platform store hundreds and thousands of files, CIO and VP of DevOps Pradeep K. Singh said, “We needed a reliable database that was as responsive as the experience we want to give our own users—and Couchbase checked all the boxes.”

After evaluating various SQL and NoSQL technologies, Bublup chose Couchbase for several key reasons: performance, ease of getting started, choice, and a responsive support and account team.

- **Performance** – Couchbase delivers a high-performance, flexible and scalable in-memory database that is changing and powering the way modern organizations build and deliver systems of engagement.
- **Ease of getting started** – Bublup initially started its Couchbase engagement with the developer community edition, which let the team quickly and easily start building the application. After seeing success and reaching new scalability heights, they migrated to enterprise edition at compelling price performance.
- **Choice** – Couchbase was built for modern apps, wherever they need to be: on prem, hybrid, multi cloud, mobile and edge. With Server’s self-hosted option, the Bublup team maintains a level of data control needed for the business today, and they are future proofed for whatever the business needs next.



## UNMATCHED OPERATIONAL SCALABILITY

Over time, Bublup has continued to grow in popularity. Ensuring that the platform delivers a fast and seamless user experience remains a top priority. Since engaging with Couchbase, Bublup has increased its cluster footprint and scaled according to the needs of its user base.

Bublup made a long term business bet on Couchbase when architecting its next-gen digital application. Pradeep K. Singh said, “As we aim to scale to millions of users, we trust that Couchbase can withstand the amount of activity and, in turn, prevent our systems from breaking down.”



Modern customer experiences need a flexible database platform that can power applications spanning from cloud to edge and everything in between. Couchbase’s mission is to simplify how developers and architects develop, deploy and consume modern applications wherever they are. We have reimaged the database with our fast, flexible and affordable cloud database platform Capella, allowing organizations to quickly build applications that deliver premium experiences to their customers—all with best-in-class price performance. More than 30% of the Fortune 100 trust Couchbase to power their modern applications. For more information, visit [www.couchbase.com](http://www.couchbase.com) and follow us on Twitter.