



SK Planet needed robust, reliable, and cost-effective infrastructure to support the rapid expansion of its mobile messenger service in Turkey.

Company Background

SK Planet was founded in October 2011 as a wholly owned subsidiary of SK Telecom. The company provides online and mobile digital content, integrated commerce, and marketing communication solutions.

A Mobile Messenger for the World

SK Planet is the provider of TicToc, a powerful mobile messaging service that provides free messaging, group gathering services, and multi-content transfer. TicToc users can share photos, videos, audio recordings, and documents stored in their mobile phones from anywhere, at any time, and at exceptional speed.

TicToc's reliability and convenience has helped the service grow rapidly since its launch in 2012. It launched in the company's home country, South Korea, known to be highly competitive for mobile messaging.

After having established its presence there, SK Planet set its sights on a wider geographic footprint. It readied TicToc for the global market by offering multiple language support and customized its services to suit the needs of users in different countries. In November 2013, the company launched TicToc in Turkey, and within three months reached more than 1 million users.

Today, it boasts a user base of more than 15 million.

The company recently introduced a PC version and a new Dropbox-integrated service that enables easy file sharing.

The Challenge of Growth

Low latency and stability of service are crucial components to the success of any messaging service. This is particularly true of TicToc. The service needed to run in a dynamic environment, amidst dramatic spikes in usage, and finding a service provider that could accommodate this proved challenging.

As TicToc geared up for rapid growth in the Turkish market, the company felt a strong need for bolstering the infrastructure supporting the service. Given the nature of messenger services, it was clear that only bare metal servers could provide the performance the company needed. At the same time, the cost of operating an overseas data center weighed heavily on the decision.

The right infrastructure can go a long way in facilitating the performance of the service. SK Planet needed a powerful, high-performance infrastructure that could scale quickly as it expanded the service into new markets.

Bare Metal for Demanding Workloads

SK Planet and TicToc found the perfect solution in SoftLayer, an IBM Company, with its expertise in cloud-based services and data center operations. SoftLayer has many strengths including top-of-the-line cloud infrastructure, a global footprint of data centers and network infrastructure, and the flexibility to provide bare metal servers on demand, which perfectly suited TicToc's demanding IT workloads.



Industry

Online and mobile services

Challenge

Growing product lines into new markets without sacrificing performance or incurring unnecessary cost.

Why SoftLayer, an IBM Company

SoftLayer's bare metal servers and global networking services have enabled SK Planet to support and easily scale its demanding workloads.

“We concluded that SoftLayer is the ideal partner that can support the backend infrastructure of our global messenger service with their hybrid cloud service and excellent intercontinental network performance,” said Jihyun Choi, Producer of TicToc Service for SK Planet.

In 2014, SK Planet started running TicToc services in Turkey from bare metal servers in SoftLayer’s

Amsterdam data center. SoftLayer’s servers, which are marked by high performance, availability, and cost-effectiveness, have enabled SK Planet to easily scale up and manage their demanding workload.

“We saw an exciting opportunity in expanding our presence to a fast growing market like Turkey. We needed a technology partner that could provide the right capabilities

to support our rapid expansion plans without compromising the customer service quality,” says Choi. “We found a perfect match with IBM and SoftLayer cloud solutions, which ensured that we are able to offer our service with higher speed and greater stability, as compared to competitors.”