

# OkCupid Falls For Scalyr

## CASE STUDY

## okcupid

### ABOUT OKCUPID

Part of the InterActiveCorp (IAC) Match Group, OkCupid is one of the world's fastest-growing dating sites. OkCupid pioneered the use of math and data science as the most effective way to help people find compatible matches. Dedicated to helping people find love and happiness through meaningful connections, their matching algorithm is responsible for more than 50,000 dates every week and over 91 million connections made every year.

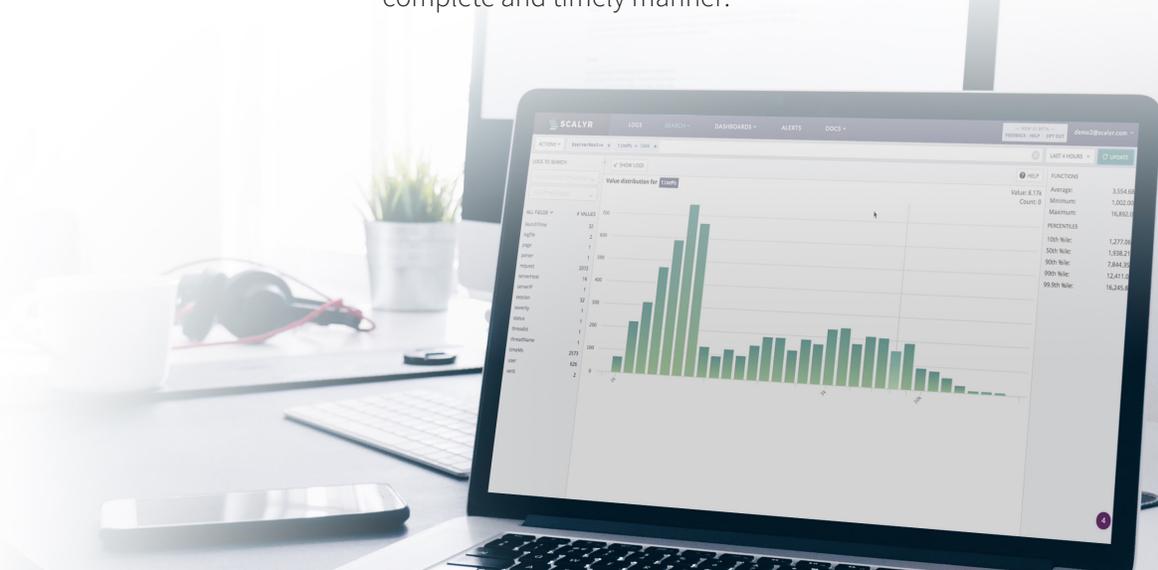
### OBSERVABILITY CHALLENGES

OkCupid has enormous usage all day, every day. With more than 10 million active users accessing the site via browsers and mobile apps, the company needs to ensure a high quality user experience during every interaction. However, their existing log management tools did not provide easy access to their web server and application logs, so they could not troubleshoot performance issues on their site or apps effectively or quickly. Engineers found they were spending too much time searching through logs in a slow and cumbersome way.

### WHY OKCUPID CHOSE SCALYR

OkCupid's tech stack has largely been built and maintained in-house. Deeply rooted in technology, the company doesn't settle for what's already available and isn't afraid to build something new. So it's not surprising that when it came time to reconsider how they manage logs, they considered both off-the-shelf solutions and building something in-house using open source software. After a thorough evaluation of an ELK-based in-house solution and other log management products, OkCupid chose Scalyr as their observability platform because it was the fastest and easiest solution to use. They saw the potential to solve a number of future challenges as well, including the possibility of phasing out a number of their other home-grown systems, which is particularly meaningful for OkCupid given their heritage of building their own solutions.

When OkCupid works with vendors, they choose them very carefully, then like to move quickly. They prefer to work with companies that understand this and can keep pace with them. They were extremely happy with the access they had to deeply technical resources at Scalyr and felt all of their questions and concerns were addressed in a complete and timely manner.



**CUSTOMER:**



**CHALLENGE:**

Needed easy access to web server logs and application logs, as well as fast log search.

**RESULTS:**

- Able to ingest and search all data in custom log format via custom parsers
- Decreased log search times from hours to seconds
- Increased troubleshooting and debugging productivity across all engineering teams

## RESULTS OF USING SCALYR

Scalyr has saved thousands of engineering hours for OkCupid. The operations team has saved vast amounts of time and resources by leveraging Scalyr’s custom parsers, which let them configure their own parsers to extract the fields from their custom log formats. The engineering team has dramatically reduced their troubleshooting time with Scalyr’s speed and responsiveness. Shortly after making their decision, OkCupid successfully deployed Scalyr in their production environment, set up custom parsing and were tracking down issues in minutes, leveraging Scalyr’s split-second search instead of queries that would previously have taken hours.

Scalyr’s speed and ease-of-use doesn’t just save OkCupid time; it fundamentally changes the way OkCupid searches logs. OkCupid loves how they can now dig into their logs in a very ad hoc manner and “poke around in the data to tease out interesting patterns.” In the event of fraudulent (or malevolent) web traffic, Scalyr makes it easy for OkCupid to quickly search for unusual events across all of their servers. For example, if someone has a list of stolen usernames and passwords and they are walking through that list trying the credentials on OkCupid, that pattern of behavior can easily be spotted using Scalyr. OkCupid is very happy with Scalyr and is looking forward to expanding the ways they use the product to meet even more of their operational observability needs.



**ABOUT SCALYR**

Scalyr is the log management and observability platform for the new stack. Purpose-built to handle the scale and complexity of modern cloud architectures, Scalyr changes the dynamics of delivering healthy applications by allowing engineers to quickly troubleshoot problems and focus on doing what they love - coding. With 96% of searches completing in under one second and thousands of active users, Scalyr has transformed logs from afterthought into advantage. The company has the highest rating in its category in G2 Crowd, is a Gartner 2018 Cool Vendor, and was recognized as a 2018 Forbes Cloud 100 Rising Star. Visit us at [scalyr.com](https://scalyr.com) and follow us on Twitter (@scalyr).

“We save hours a day across our most expensive employees.”