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Delivering reliable realtime solutions for Ably customers

Ably has created a suite of tools, SDKs and APIs to help developers add realtime experiences to apps and software across a wide range of use cases. From EdTech to delivery logistics; gaming to B2B software, learn how we support our customers to deliver the ultimate live, engaging and interactive experiences for their users.

B2B Software

HubSpot is a SaaS CRM platform with live tools for sales, marketing, customer service, content management and operations. With Ably's complete realtime platform, HubSpot powers live chat between 128,000 companies and their customers across 120 countries. Working with Ably has resulted in a 60% upfront CAPEX saving and $300k annual OPEX saving on infrastructure and engineering.

"With realtime, there is no middle ground. If messages are dropped or delayed, the whole experience is broken. So, for us, realtime has to just work and it has to scale with our platform, because when truly live experiences like chat suffer issues or go down it affects all our customers and seriously impacts our reputation, so the criticality of this just working is much more magnified."

Max Freirt
Product Group Lead

HubSpot

Gaming

PeopleFun is one of the world's top developers of casual mobile games, with titles including Wordscapes, Wordstacks, Word Chums and Wordscapes in Bloom attracting over 30 million active users every month. PeopleFun relies on realtime to deliver engaging gameplay across a range of titles. Ably provides reliable, highly scalable realtime infrastructure that underpins PeopleFun's range of casual mobile games.

"Ably was such an easy decision for PeopleFun. It was the only vendor out there to offer all the realtime performance, integrity, and reliability we needed, but the real killer feature from our point of view was its partnership philosophy. That desire to grow with us, and the ability to scale without impacting our financial models really gave us the confidence to put realtime at the heart of our development roadmap - other realtime vendors simply could not offer that ability scale economically."

Leon Campise
VP of Operations & Engineering

peopleFUN

Healthcare

Experity provides more than 5,700 on-demand healthcare practices across the US with a live business intelligence (BI) dashboard that enables more efficient urgent care provision and a superior experience for an average of 64,000 patients per day. Ably provides reliable, HIPAA-compliant realtime infrastructure and seamlessly integrates with Kafka to power Experity's live BI dashboards. Partnering with Ably, Experity were able to go live in just 3 weeks, saving developer time and cost.

"Ably was a life-saver for me. Most of our customers rely on the realtime dashboard, so any failure would be a serious issue, but Ably is so solid, it's 100% reliable. On top of that, it's the only HIPAA-compliant realtime solution capable of integrating with Kafka streams and giving us the performance guarantees we need. The set-up was just incredibly straightforward, and Ably instantly transformed the value of the dashboard for our customers."

Andrew Hanisch
System Architect

EXPERITY

Sports

Tennis Australia owns and manages the Australian Open, one of the four major tennis tournaments in the global sports calendar. Reliably delivering live scores to fans worldwide is central to its global sponsor proposition. Ably ensures Tennis Australia can deliver live scores, updates and commentary to millions of fans globally with minimal latency on any device or browser.

"Our formal evaluation process and double load testing proved that Ably was the only platform that could meet our very challenging performance targets. Ably delivered without a hitch in 2018 and has effortlessly supported huge growth in demand, right up to our most recent tournament."

Jeremy Keech
PMO Manager

tennis

EdTech

MobyMax is a rapidly expanding, US-based EdTech company. It relies on realtime to provide 28.7 million students and 1.5 million teachers with engaging live, interactive learning and assessment tools. MobyMax chose Ably to power this interactive way of learning online, resulting in a 50% reduction in the cost of bringing live digital learning to millions of students.

"Ably set a new gold standard for the type of service we expect from third parties. They were present as we got the system up and running, proactively notifying us of unexpected usage spikes indicating suspected bugs so we could take pre-emptive measures. On top of that we got great support and advice on ways we could use Ably's realtime functionality to immediately optimize our product suite."

David Pennar
VP Engineering

MobyMax

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