

# Microsoft Corporation

## Introduction

This case study of Microsoft Corporation is based on an October 2016 survey of Redis Labs customers by TechValidate, a 3rd-party research service.



“Redis Labs reduced our application latencies to under 10 ms, with the least operational overhead on our team.”

## Challenges

The business challenges that led the profiled company to evaluate and ultimately select Redis Labs:

- Values Redis Labs ability to solve the following challenges:
  - High availability- persistence, auto-failover, cross-rack in-memory replication
  - Seamless scaling & clustering
  - 24x7 support for mission critical Redis layer
  - Stable, high performance
  - Deep operational and technical expertise

## Use Case

The key features and functionalities of Redis Labs that the surveyed company uses:

- Has a 100-500 GB dataset in Redis Labs.
- Uses Redis Labs for the following:
  - Scalability tier/content caching
- Is using Redis Labs in the following solutions:
  - Targeting/Personalization
  - Social/Customer engagement

## Results

The surveyed company achieved the following results with Redis Labs:

- Has seen the following from choosing Redis Labs as your their Redis deployment provider, compared to their previous state:
  - Reduced downtime: >90%
  - Fewer specialized resources: >90%
  - Higher and more stable performance: >90%
- Their use of Redis does not include data that is not stored in any other database.
- Is increasing usage of Redis Labs for the following reason:
  - Want more pieces of the application to be served faster

### Company Profile

Company:  
**Microsoft Corporation**

Company Size:  
**Global 500**

Industry:  
**Computer Software**

### About Redis Labs

Redis creates a new category in the database world. It allows you to solve complex problems through optimized data structures and commands, executed in-memory very fast and with great simplicity.

**Learn More:**

[Redis Labs](#)