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CUSTOMER SUCCESS STORIES

Linxup Breaks Free from Legacy Tech

linxup

CUSTOMER: **LINXUP**

Adam LaMore
Vice President of
Engineering at Linxup

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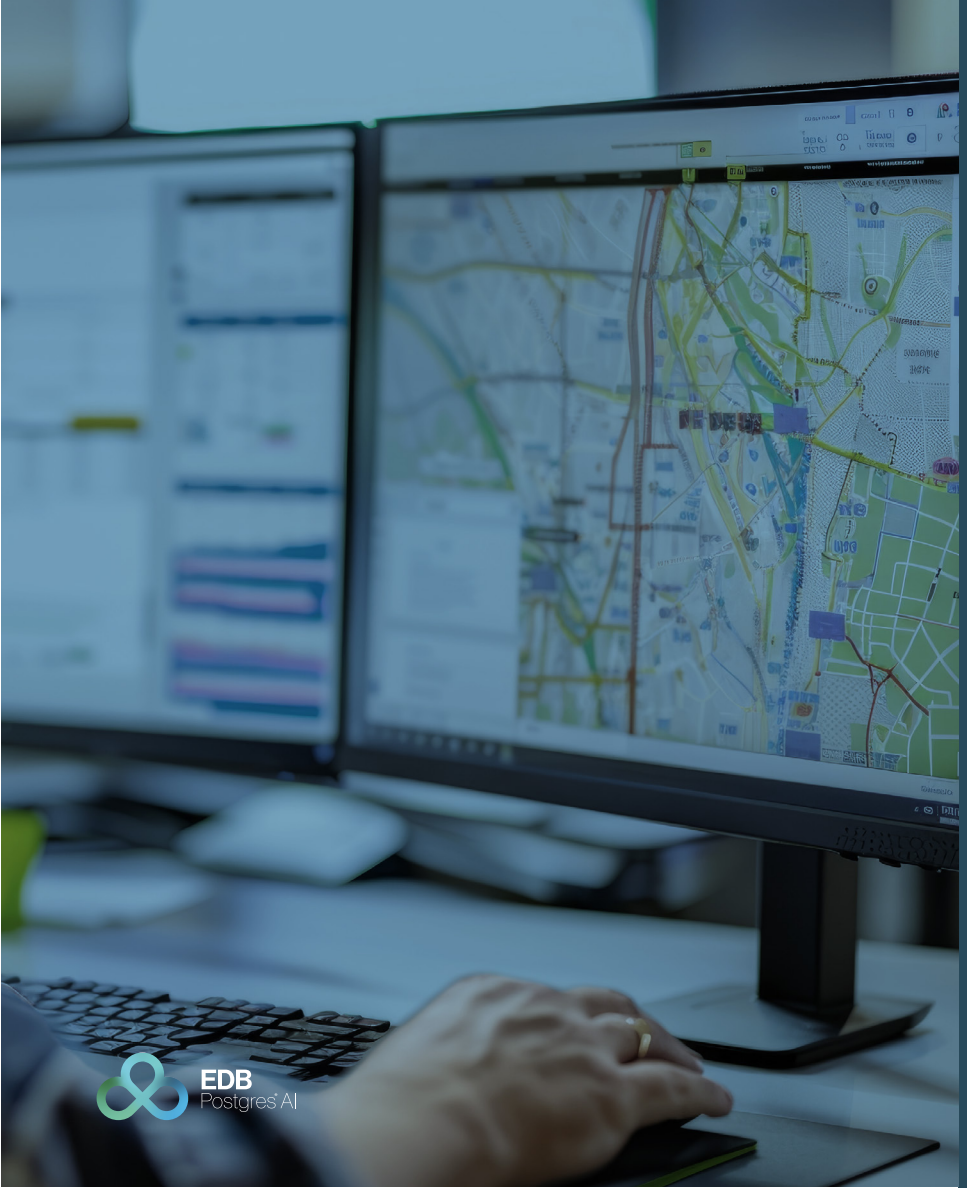
OVERVIEW

GPS tracking solutions provider modernizes its databases and moves to Postgres in the cloud with a zero-downtime migration

Imagine what could be possible if you weren't held back by legacy technology. What would innovation look like? How much growth could you drive? Linxup, a location-based fleet and vehicle tracking solution, was about to find out.

More data, more problems

Linxup's industry, the GPS Tracking Device Market, was thriving at an estimated $3.1 Billion in 2023, and increased demand in the commercial sector drove projected growth to $5.6 Billion by 2028. The good news was Linxup had already been rapidly growing their market share of small to medium size businesses. The bad news was their database couldn't sustain the levels of forecasted demand much longer.



Over 30,000 businesses rely on Linxup to track over 200,000 vehicles and assets so they can deliver better service, reduce costs and make more money. GPS tracking devices have become essential to companies across industries, especially e-commerce and logistics, giving them rich data needed for their businesses to function, such as improving fleet safety, identifying fuel waste for cost savings, providing accurate ETAs and optimizing delivery routes for improved customer relations. Linxup customers get pinpoint location awareness of their vehicles at all times. In fact, more than 90% of Linxup's data is time-series data, collected constantly from its hundreds of thousands of tracking devices and kept in production for two years.

Linxup was processing a whopping 11 TBs of data and, as the company grew its customer base, the rate and volume of data capture exponentially increased. They were continuously dealing with write scalability and maintenance issues of their database, running an outdated version of PostgreSQL because an upgrade would have caused days of downtime – unacceptable for their customers. Linxup systems were bursting at the seams, and patched together with temporary solutions fire drill after fire drill.

Their customer base and the future of their business were at risk. "Reliability is critical to our reputation," explained Adam LaMore, Vice President of Engineering at Linxup. "If our customers don't think that Linxup will be able to serve them all the time, they're gonna find an alternative."

Finding the fastest, safest solution with zero downtime

Linxup took action and decided to work with EDB, the leader in Postgres for enterprises. They shared their list of non-negotiables, impossible for many vendors, but EDB agreed with confidence:

- The need for hundreds of thousands of global inputs to write to the same database, potentially simultaneously
- A large and growing 11 TB database that had to be upgraded without downtime
- Migration to a cloud strategy for the operational and cost advantages without lapse in performance

Together, the Linxup and EDB team worked through the challenges and came to a sustainable solution in EDB Postgres Distributed. In LaMore's words, the architecture "enables us to reduce application changes while setting ourselves up for any future horizontal scalability needs." With the enterprise-grade solution in place, Linxup was finally upgraded to the latest Postgres version — without any downtime. Zero downtime was critical for Linxup's customers and ultimately all of the people they service. From retail delivery trucks providing accurate ETAs to emergency response vehicles taking the fastest routes possible, the impact of 200,000 businesses continuously tracking their vehicles is far and wide.

The upgrade combined with EDB's new features led to a dramatic improvement in their application's horizontal write scalability. "With write scalability issues solved for the foreseeable future, we're able to keep the database up to date with the latest version of PostgreSQL without taking the database offline. We also have a much more robust and seamless disaster recovery set up than before," LaMore said.

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EDB provides a data and AI platform that enables organizations to harness the full power of Postgres for transactional, analytical, and AI workloads across any cloud, any time. For more information, visit www.enterprisedb.com.

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Catapulting into the future with full cloud agility

Next, Linxup worked with EDB to move to a full cloud approach – without the hybrid-cloud stepping stone. Originally an end goal years away, their full cloud strategy was accelerated by EDB's unique capabilities. Linxup was confident in the full potential of the cloud, and knew that EDB would keep the database performing to their standards over the course of the migration. In the end, they boasted a fully cloud PostgreSQL infrastructure, and since then, LaMore attested: "Everything's gone even smoother." Instead of spending their time and talent on fixing technical issues and cleaning up data, LaMore's team could now focus on higher value work – good for morale and for business. Currently, EDB's team also helps manage and maintain the database on a day-to-day level, alerting Linxup of unusual activity, maintenance needs and when they're running low on disk space, for example. That partnership has further freed up LaMore's small development and operations team to focus on customer-facing advancements.

LaMore concluded, "EDB's solution has been working exactly as we had hoped. From a performance perspective, we haven't had any of those bad days that we used to have where things got overloaded, and we were scrambling to find a solution. Performance has remained consistent, reliability has improved, and we now have a database that can support all our future growth plans." Without legacy systems holding them back, and with the power of EDB, Linxup's potential for growth and innovation was unleashed, causing a ripple effect that benefited its 200,000 customers and beyond.