

**WHO:**

eToro, the world's largest social trading network

**CHALLENGES:**

Slow trading platform performance hampering business growth

**IT ENVIRONMENT:**

SQL Server, Windows, Linux, 95% VMware virtualization for non-DB applications

**SOLUTION:**

Three Kaminario K2 all-flash storage arrays - two at the primary a site and one at a secondary site

**BENEFITS:**

- 80% latency improvement
- Savings in space, energy
- Operational simplicity
- Ease of scalability

## 80% Faster Trading

### A unique social investment network achieves high-speed performance

#### Executive Summary

eToro is a global social investment SaaS platform provider. To maintain customer satisfaction with their trading systems, maximum possible performance is essential. In order to support eToro's rapid growth, while maintaining the sub-second trading performance and highest SLAs, eToro installed Kaminario all flash K2 storage arrays and gained 80% latency improvements while reducing operational complexities and costs.

#### eToro Overview

eToro is an innovative global marketplace for financial trading. From currencies and commodities, to stocks and indices, eToro provides advanced online investment platforms and an active social investment network. Their Software as a Service (SaaS) offerings give eToro clients the opportunity to observe, follow, and learn from, and even automatically copy, trades of other network members in real time.

#### The Challenge

Serving over five million customers and operating in 170 countries eToro delivers Software as a Service (SaaS) on a global scale. Their new and dynamic business model must provide users with the fastest performance and lowest latency possible. Unlike standard trading platforms eToro's social trading accounts are transparent. Everyone can see other user accounts and copy the most successful traders. As a result, a single user can impact thousands of other users, creating recursive waves of copied trades.

The eToro database is at the critical heart of their operation, recording every trade, every copy trade, and providing instant acknowledgment of every transaction. With it's rapid growth and increased usage of the CopyTrading functionality, disk performance became challenging to maintain, especially during market events.

eToro could not risk storage latencies that would negatively impact the performance of its trading platform and satisfaction of its users. It was clearly time for a change.



## Examining Options

The existing eToro storage platforms included EMC for the trading database and separate NetApp storage for virtualized business applications. Now, eToro began to examine alternatives from several leading vendors. Evaluation criteria included technical innovation, performance specifications, functionality, and ROI. In particular, eToro evaluated ROI in the full context of initial price as well as included capabilities such as compression, deduplication, scalability, guaranteed capacity and potential to incorporate future technical advances in drive or processor technologies.

“We see Kaminario as superior in technology. Performance was a big factor in our decision but so was the pricing model. Our ROI assessment includes variable block size, compression, deduplication, guaranteed capacity and readiness for future scalability. K2 is simply the complete package.”

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Elad Gotfrid  
Director of Production IT,  
eToro

One of the challenges that eToro experienced with their previous systems occurred during a major market event. Spikes in market activity could cause spikes in platform latency.

Just after the full platform transition to K2, the Brexit event gave their new system a major test with some severe market turmoil and significant activity surges. The change to K2 had reduced average latency to ~1.0ms. The Brexit event had no impact. Latency remained at ~1.0ms regardless of load.

“This was an excellent way to look at market performance and measure storage performance,” Gotfrid said. “Latency was as regular as we see on any normal day. It was a great success for us.”

#### IMMEDIATE BENEFITS:

- Average latency reduced 80% - down to 1ms from 5ms
- Social trading platform performance accelerated
- Eliminated latency spikes during market events
- Storage operations simplified and management workloads reduced
- Compression and deduplication have improved capacity utilization 33% beyond expectations
- Lower costs for data center storage rack space - reduced from 40U to 8U and cutting energy consumed

## The Solution

The final eToro decision turned to the K2 platform because of advantages over other alternatives in performance and ROI, as well as abilities to handle variable block size. That meant K2 provided the opportunity to run all workloads on a single system, eliminating the second array. It occupies only 8U of rack space, down from 40U, thereby adding savings in ongoing costs of power and space. All of this and the promise of future scalability in capacity and performance convinced eToro that Kaminario provided all the advantages they wanted.

After careful planning, and to prevent any user disruptions, the database was carefully migrated over a period of nine months. “It was a delicate operation,” said Gotfrid, “but Kaminario was always there to offer assistance. The process was almost too good. The storage worked as expected from the start and it was a very positive experience overall.” The K2 reduced system latency to sub-millisecond, an 80% improvement. Kaminario also provides eToro with a major advance in operations. No longer dealing with two disparate systems, combined with the simplicity of Kaminario management, eToro staff has reduced the time and attention needed for storage oversight - an unexpected ROI bonus.

## What's Next

eToro is adding thousands of new customers every week. As their business grows, Kaminario storage will smoothly support their future expansion.

“Kaminario has changed the way we think about performance. Before there was always some worry about fragile systems. Now we have a system that can cope with much more than we can push at it. It eliminates problems in production and helps us satisfy our customers. What could be better? We're very happy.”

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Elad Gotfrid  
Director of Production IT  
eToro



### Contact

Contact a business development representative to answer any questions you may have.



### Schedule a Demo

Schedule a demo with an engineer and learn if Kaminario's solution works for you.



### Request a Quote

Request a quote for your application from our business development team.

## About Kaminario

Kaminario, the leading all-flash storage company, is redefining the future of modern data centers. Its unique solution enables organizations to succeed in today's on-demand world and prepares them to seamlessly handle tomorrow's innovations. Only Kaminario K2 delivers the agility, scalability, performance and economics a data center requires to deal with today's cloud-first, dynamic world and provide real-time data access -- anywhere, anytime. Hundreds of customers rely on the Kaminario K2 all-flash array to power their mission critical applications and safeguard their digital ecosystem. Headquartered in Needham, MA, Kaminario works with an extensive network of resellers and distributors, globally.

For more information, visit [www.kaminario.com](http://www.kaminario.com)

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