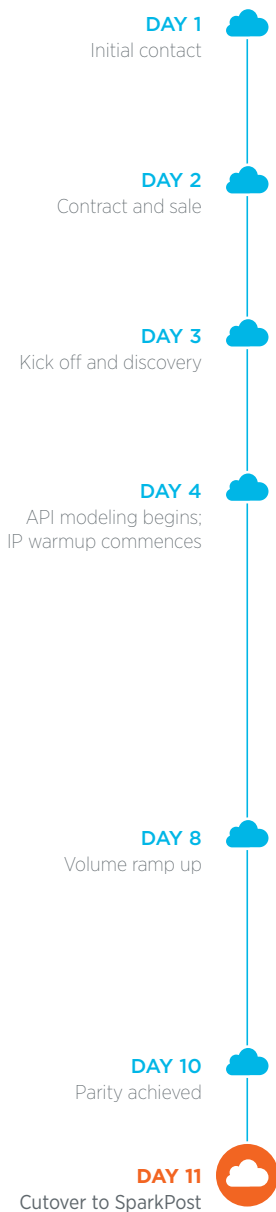




# Tobi's Mission-Critical Migration

Success in Just 11 Days



## ONLINE RETAILER TOBI'S RAPID SWITCH TO SPARKPOST

For Tobi, an online fashion boutique serving customers in more than 150 countries, email has grown to become the most effective means of engaging with customers and the most important source of revenue-generating visits to their web site.

Although the company's technical operations team considers email to be as mission-critical as any among their systems, they also recognize that email is a particularly resource-intensive infrastructure, and that burden of managing system performance, throughput, and deliverability would require significant operational investment.

By relying upon an outside email delivery service, Tobi's technology architects have been able to focus on the strategic objective of building out their own product roadmap, and the operations team has been able to hone in on the online retail experience and fulfillment systems that generate strategic advantage for the company.

However, regular service level disruptions at their incumbent email service provider upended the team's ability to deliver new, strategic initiatives. Tobi's operations staff suddenly faced the daunting need to migrate to a new provider. Recognizing the opportunity to implement a long-term solution with a reliable partner, they weighed the competition and chose SparkPost.

They chose SparkPost because the service's technical flexibility and outstanding performance exceeded their operational requirements—and because the deep expertise and focus of SparkPost's customer success team lent confidence to this mission-critical service migration.

## BUSINESS REQUIREMENTS

- Work against a two-week countdown to go live
- Provide business continuity for existing email marketing programs
- Preserve key planned initiatives and development schedules
- Provide support for future initiatives
- Expert deliverability services and support
- Proven implementation process

## FUNCTIONAL REQUIREMENTS

- Flexible integration options, including SMTP or API
- Segregation of transactional and marketing message streams to separate IP address spaces
- Rapid scaling of IP reputation and delivery volumes to production levels
- Dynamic message throttling
- Burst rates of up to 2 million messages per hour
- Real-time analytics

“I was impressed with SparkPost’s technical capabilities and performance. But it was the deep knowledge and customer focus of their implementation team that really made our successful transition possible.”

KENNETH CHAN  
CEO & FOUNDER

## THE SPARKPOST SOLUTION

SparkPost’s customer success team helped Tobi implement SparkPost as a complete replacement to their legacy email service provider. Work started immediately to identify and understand business requirements such as audience segmentation, technical requirements such as development environment and template translation, and operational requirements such as performance, throughput, and monitoring. Together, these factors informed the decision to implement SparkPost.

These requirements, combined with the best practices and expertise of the SparkPost implementation team, led to a concrete migration plan. Tobi translated their API calls from the incumbent provider to SparkPost in a short sprint, and IP warm-up began immediately. Because the SparkPost platform automatically handled traffic shaping and queuing logic, Tobi was able to establish a positive sending reputation with their new IP addresses and to ramp up message volume aggressively with no deterioration of business-critical deliverability rates. Throughout, the SparkPost deliverability and services team ran quality assurance and were on call to ensure the success of Tobi’s team’s efforts.

SparkPost’s flexible email API and implementation expertise made it possible to achieve technical parity with the existing infrastructure in a matter of days. Moreover, SparkPost’s decade-long experience with high-performance email delivery—and its leverage of the scalable and elastic Amazon Web Services (AWS) cloud infrastructure—reduced risk and gave Tobi confidence in the team and technology behind SparkPost.

Total time from initial contact through sales cycle and into full implementation and production: **11 days.**

## ABOUT SPARKPOST

SparkPost is the world’s fastest-growing email delivery service. Our email API technology is trusted by LinkedIn, Comcast, The New York Times, Twitter, CareerBuilder, Zillow, Tobi, and thousands of other companies to deliver critical emails like app notifications, new user welcomes, transactional messages, and more. We deliver over 3 trillion emails a year, more than 25% of the world’s non-spam email. The SparkPost email API provides the industry-leading reliability, deliverability, and analytics enterprises and growing businesses alike need to drive customer engagement for their business.

## Get Started Today!

Call toll-free at **877-887-3031** or email **hello@sparkpost.com**.

Follow us on Twitter **@SparkPost** or go to **sparkpost.com**.

