



kakao

About Customer

Kakao Corporation is a 'mobile life platform' company dedicated to renewing daily lives by connecting people to people, and people to technology with flagship services including KakaoTalk, Melon, and Daum.

<https://www.kakaocorp.com>

Geo

APJ

Industry

IT, Platform

Solution Area

[Activate Real-time Analytics](#)

Products in Use

[Pure Storage FlashBlade™](#)

Kakao Optimizes AI Infrastructure with Pure Storage

Kakao operates Korea's No.1 instant messaging app, KakaoTalk, and provides services in diverse fields including entertainment, commerce, finance, and mobility to consumers around the world. Kakao is engaged in diverse AI projects to improve its services with data collected from these platforms and needed storage that could handle the massive influx of data from AI applications and deliver maximum performance from GPUs.

By deploying Pure Storage FlashBlade, Kakao freed up computing resources by eliminating network and storage bottlenecks, and significantly reduced the time and cost associated with operating and managing data.

"We needed fast and reliable storage for AI projects, and FlashBlade was an optimal choice for us. Since adopting FlashBlade, we are able to use data more efficiently and significantly reduce the cost of managing infrastructure."

IL-SEOP JIN
MANAGER,
INFRASTRUCTURE PLANNING
KAKAO CORPORATION

Impact on Kakao



Allows Kakao to improve the use of AI technology and data



Rapid response to changing work environments and customer needs



Boosts the quality of services and the ability to embark on new endeavors

Challenges



Computing resources were limited due to network and storage bottlenecks



Needed ability to efficiently query, delete, and manage data

Operating an AI Cloud Platform

With a mission of making a better world with people and technology, Kakao provides messaging apps and other communications services to consumers and businesses globally. Most recently, its COVID-19 vaccine booking system and multiple location-based services enabled people to quickly and easily find nearby locations to receive their vaccines.

With the onslaught of the pandemic, increase in telecommuting, and new service launches, Kakao needed a better infrastructure to handle the growing traffic and data on its services.

Kakao is also operating research teams to develop AI models for its diverse services and allocates computing and storage resources to these teams utilizing an on-premise storage platform. They required an extremely efficient storage solution supporting multiple servers. The storage also needed to be resilient in the event of data disasters, scalable to accommodate a large amount of data, and easy to operate. After evaluating solutions from several vendors, [Kakao chose FlashBlade as their unified fast file and object storage platform](#) because it demonstrated the highest performance with its massively parallel architecture.

Streamlined Computing Resources and Data Management

With FlashBlade, Kakao was able to eliminate network interface and storage bottlenecks, securing high-performance computing resources from GPUs. "We needed fast and reliable storage for AI projects, and FlashBlade was an optimal choice for us. Since adopting FlashBlade, we are able to use data more efficiently and significantly reduce the cost of managing infrastructure," shared Il-seop Jin, Manager of Infrastructure Planning team for Kakao.

In addition, Kakao gained better control over its data by using FlashBlade's consolidated storage platform. Seamlessly integrated with in-house control systems, FlashBlade provided intuitive management of data pipelines, eliminated data silos, and reduced operational and management costs through deduplication and compression. The RapidFile Toolkit provided by Pure Storage also dramatically reduced the time required for data querying and deleting unnecessary data.

Kakao to Provide Diverse AI-powered Services for Customers

As a result of the early success with FlashBlade, Kakao has been steadily increasing its reliance on FlashBlade over the past four years. With FlashBlade, Kakao plans to continually carry out IT innovations and AI projects, expanding its services to meet the diversified needs of its customers.

Results



Secures computing resources from GPUs by eliminating bottlenecks



Improves efficiency with central management, compression, and deduplication



Scales infrastructure without additional management or operational burdens

purestorage.com

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