

# Weverse reduces data management costs to drive innovation in fandom culture



## Challenge

Weverse is a global fandom platform with a vision to innovate fandom culture by expanding customer experience. Currently, Weverse has users in 238 countries with 6.4 million monthly active users (MAU). The goal is to create a place for K-pop artists to connect with fans through articles, videos, blogs and live interactions in official fan communities.

Weverse operates on AWS and has over twenty cloud-native web applications running on AWS-based infrastructure and platforms.

Before the introduction of Sumo Logic, Weverse had to overcome the platform silo problem. While the size of the Weverse organization gradually increased as the business expanded, the platform construction and operation process were separated within each organization.



## Solution

Sumo Logic has improved operational efficiency across Weverse. By utilizing insights from Sumo Logic, Weverse plans to accelerate platform innovation. Weverse improved service quality through Sumo Logic while reducing the cost of managing debug logs (error resolution records). In the future, Weverse will use debug logs to release new and innovative services.

### Improving operational efficiency by eliminating silos

By setting the scope of data access for each team, Weverse quickly provides the data and functions needed without building another cluster separate from the existing platform component.

Weverse previously used ELK (ElasticSearch, Logstash, Kibana) which couldn't reliably manage large fluctuations in traffic volume. As soon as articles and comments written by artists publish on Weverse, a notification goes out to Weverse members, and log data, which is normally 20GB to 50GB per 10 minutes, explodes to 600GB. Weverse needed a solution to collect log data without loss, even during spontaneous peak load times.

With ELK, it was difficult to handle the explosive amount of data. To prevent log loss, Weverse operated based on the maximum amount of log data but paid

Company

**weverse**

Industry

**Software company**

Environment

**Amazon Web Services**

Sumo Logic Products

**Cloud Log Management**

Use cases

**Application Modernization**

Results

**Improved operational efficiency by eliminating silos**

**Major reduction in log data management cost**

**Stabilized custom log management solutions that meet information security needs**

an excessive cost to operate up to 75 virtual machines. In addition, Weverse had to eliminate manual log management. Existing, non-automated solutions were expensive because cold log data, which was accessed less frequently, had to be tiered to a cloud object storage environment and then re-collected when necessary. Now, a single Sumo Logic solution supports segregated data storage tiers, so cold and warm logs are easily available whenever they're needed.

## Results

### Reduction in log data management cost

By using Sumo Logic, logs were collected stably despite explosive data changes, and through log management by tiers, they achieved a significant cost reduction making the costs of log management reasonable.

Before Sumo Logic, many debug logs could not be analyzed due to cost issues. However, through Sumo Logic's cost reduction, more debug logs could be analyzed and subsequently improve service quality.

Weverse also had to consider the maintenance cost of operating an open-source solution such as ELK. The service should be operated in a stable and highly available manner, and an agile response to recent issues such as Log4j was essential. By using SaaS-based Sumo Logic, Weverse was able to improve the quality of service by focusing more on service operation.

### Stabilization of custom log management solutions that meet information security needs

Sumo Logic provided technical and educational support for Weverse's log management solution project from the initial solution introduction until the establishment of stable operations. Weverse used Sumo Logic's masking function to anonymize sensitive data with Sumo Logic's query language and collected it with a log management solution.

In addition, they developed a custom 'warning' function through a simplified process based on establishing an easy connection between an application's error log and access log with Sumo Logic's API (Application Programming Interface).

Even after completing the Sumo Logic log management project, Sumo's continuous education helped them utilize the solution efficiently.

Weverse leverages many convenient functions from Sumo Logic, capitalizing on its years of experience in log management. Weverse finds Sumo Logic to be engineering-friendly with helpful details, such as role-based access control (RBAC), log management by tier, and integration with cloud solutions such as Okta.

## About Weverse

Weverse Company is a global fandom platform company with a vision to innovate fandom culture through expansion of customer experience. In June 2019, we launched the fandom community platform Weverse and the commerce platform Weverse Shop. Weverse provides content and services optimized for fan activities as well as a communication channel between artists and fans, and Weverse Shop sells artists' official merchandise (MD) to customers around the world. The US economic magazine 'Fast Company' selected Hive (formerly Big Hit Entertainment) as 'the world's 50 most innovative companies in 2020', paying attention to Weverse and Weverse Shop of its subsidiaries. The magazine evaluated Weverse Company as a platform that will lead the establishment of a one-stop service for the music industry

## About Sumo Logic

Sumo Logic Inc., (NSDQ: SUMO) is the pioneer in continuous intelligence, a new category of software, which enables organizations of all sizes to address the data challenges and opportunities presented by digital transformation, modern applications, and cloud computing. The Sumo Logic Continuous Intelligence Platform™ automates the collection, ingestion, and analysis of application, infrastructure, security, and IoT data to derive actionable insights within seconds. More than 2,100 customers around the world rely on Sumo Logic to build, run, and secure their modern applications and cloud infrastructures. Only Sumo Logic delivers its platform as a true, multi-tenant SaaS architecture, across multiple use-cases, enabling businesses to thrive in the Intelligence Economy. For more information, visit [www.sumologic.com](http://www.sumologic.com).

