

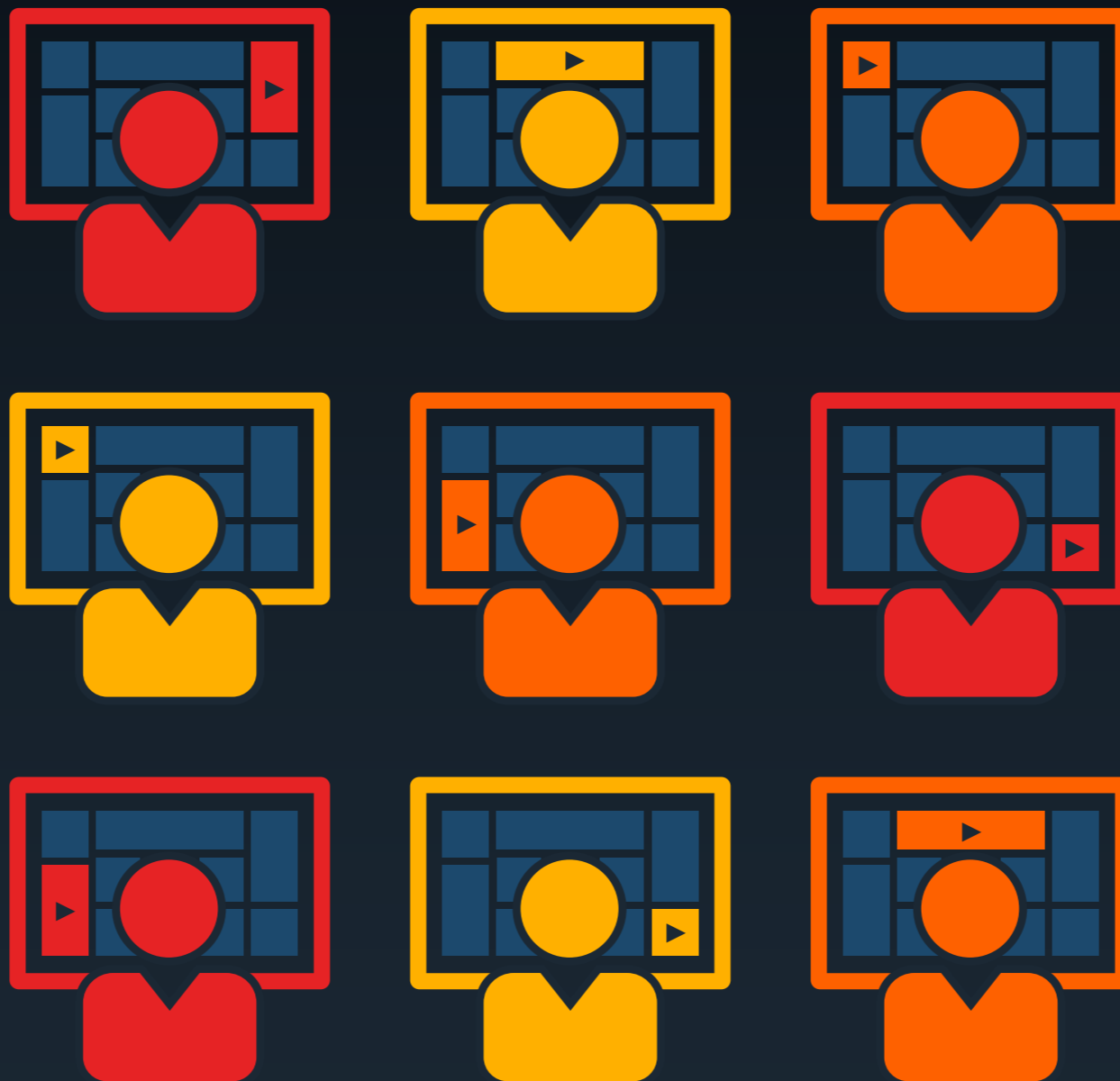
# How does Vuble get the right ads to the right audience cost-effectively?

Serves >  
**1.5 billion**  
page views/month

**Exponential**  
data growth

Adding **+1 server**  
**/month** proved  
unsustainable

Deployed  
**3 POWER8**  
servers



**5x** server  
consolidation

**15%** reduction  
in response times

**94%** decrease in  
server admin times

Better service =  
**higher**  
**revenues**