



*“A startup in Italy needs a lot of friends who put their faith in you and help you develop a successful offering. One of our trusted friends is IBM.”*

—Federico Renier, Cofounder, BlurryMe

### Business challenge

To gain traction in the US and other worldwide marketplaces, BlurryMe needed a cloud-based infrastructure to speed deployment and provide the Italy-based startup with global reach and rapid scalability.

### Transformation

Working with IBM Advanced Business Partner Beck et al. Services, BlurryMe adopted a SoftLayer® infrastructure to support its mobile app. With the solution, provisioned from a data center in Dallas, Texas, the client establishes a critical presence in the US, where young people in particular are eager to try new social networks.



Federico Renier  
Cofounder  
BlurryMe

### Business benefits

#### Achieves rapid

time to market with a new photo sharing app running on a flexible SoftLayer cloud platform

#### Handles usage spikes

generated by promotional initiatives and expanding volumes of image files

#### Facilitates affordable

deployment of additional resources as the startup’s global user base grows

# BlurryMe

## Sparks curiosity with a social networking app launched on SoftLayer technology

Founded in Venice, Italy, in 2014, BlurryMe offers an innovative photo sharing app designed to trigger people’s curiosity by letting users post blurred images to their feeds. They can then reveal the actual images to whomever they select within their social circles who express interest by pushing a ShowMe button. The app appeals to not only friends wanting to connect online in a novel way, but also retailers and other companies seeking to stimulate brand interactions.

### Solution components

- Beck et al. Services – TheDigitalStack
- SoftLayer®

beck et al.  
services

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