

# Foodics Supercharges SaaS with SingleStore, Unifying Transactions + Analytics in One Platform to Serve Up Real-Time Insights to its 22K+ Customers

## 100x

100X performance; same cost

## 200 to ∞

From 200 concurrent users to infinite scalability

## 100%

Near-100% uptime

## 60%

Query performance improvement

## 5B

Processes five billion orders/year

“With SingleStore, we can just plug and play and do everything we need to empower our customers. It allows us to focus on what we are really here to do: serve our customers.”

Mohammed Radwan,  
Head of Engineering,  
Foodics

### Business Goals

Foodics offers dashboard analytics for business owners and managers. Customers can get quick insights into how their business is performing per branch, payment method, product, and other criteria. They can analyze every aspect of their business and easily apply filters, group different metrics together, and change analysis dimensions to find the exact metrics they're looking for.

Foodics at first used CitrusDB for customer service and billing and MySQL to power the database. It later switched to a commercial version of PostgreSQL for the database. CitrusDB handled the analytics side of the solution, while first MySQL and then PostgreSQL took care of transactions, separating the workloads between the technologies.

Foodics ran into reliability problems with CitrusDB, experiencing outages that lasted three hours at a time up to four times per month. Only 200 users could concurrently use the existing system. Foodics had 5,000 customers, but downtime and a lack of fast data were accelerating churn, and Foodics itself was not getting the support it needed from its data providers to turn things around. The company had ambitious goals to grow its business, and if it was having this much data trouble at the 5,000-customer mark, it shuddered to think what would happen if it managed to double or triple that base. The trouble transcended operations: Foodics had just received \$20 million in Series B funding in 2021, but the unreliable system limited growth and put future funding at risk.

“Like many tech companies, we started with MySQL. It was compatible with what we had and was easy to use. It fulfilled its purpose for a while, but when we needed to grow and expand, MySQL couldn't enable that,” explained Mohammed Radwan, Head of Engineering, Foodics.

### Technology Requirements

After all the challenges Foodics had weathered, it searched for a database that would offer:

- The ability to place all analytics related data in a single unified data store
- A performant analytics engine with columnstore to democratize data access
- Real-time and near real-time analytics with very fast reads and quick ingestion
- A multi-tenant architecture to use a single database for all customers
- Support for a large and growing customer base in the tens of thousands
- 100 concurrent queries per second, or approximately one percent of Foodics' customer base at the time, to support the large number of reports being generated
- The capability to process billions of orders and five million transactions per month
- Scale up and out capabilities to support Foodics' accelerated growth strategy
- High availability with almost zero downtime

## Why SingleStore? Ease of Use and Compatibility; Multi-cloud Flexibility; Performance

Foodics started to look for alternatives to PostgreSQL and found an excellent blog post written by Jack Ellis, Co-Founder, Fathom Analytics and a SingleStore customer, called Building the world's fastest website analytics. "We looked for multiple service providers until we came upon an interesting article by Jack Ellis about SingleStore. It explained everything we were looking for and more," Radwan recounted. Several SingleStore benefits and capabilities stood out to Foodics:

### Ease of use and compatibility

"We are a small team, so we did not want to spend time tuning a database. We wanted something that just worked out of the box," said Radwan. For this reason, we went with SingleStoreDB Cloud running on AWS. With SingleStore, we can just plug and play and do everything we need to empower our customers. It allows us to focus on what we are really here to do: serve our customers."

### Multi-cloud flexibility

Foodics is built on the AWS ecosystem, but with SingleStore it has the flexibility to move to other clouds or use a multi-cloud infrastructure.

### Performance

"We needed the data warehouse to not just scale for reads, but also for other workloads like UPSERTS. We didn't want anything that took longer than one second to execute," said Radwan.

## Outcomes

### Infinite scalability and near-100% uptime enhance customer experience and reduce churn

By choosing SingleStore, Foodics went from a 200-concurrent-user limit to virtually limitless concurrency: SingleStore supports tens of thousands of concurrent users. Plus, Foodics now delivers 99.99% availability, so it is more reliable. Foodics now delivers an engaging customer experience. That reduces churn, helps it acquire new customers, and accelerates its growth. In fact, Foodics built its SingleStore deployment based on a 2X projected growth rate. Not only does this improve Foodics' revenue, it also positions it to obtain additional funding as the platform and customer base grow.

### Gained real-time customer experiences on a future-proof platform with 100X better price performance

After adopting SingleStore, Foodics gained a 100X performance cluster at the same cost. It was supported by SingleStore's technical and customer support team every step of the way, ensuring that Foodics is getting the most value out of its database investment.

### 60% faster query performance speeds customer time-to-insight

With SingleStore, Foodics saw average query response time drop from 200 to 80 milliseconds, even on complex analytical queries. Its customer base is better able to make informed business decisions in the moment, allowing them to quickly react to changing market trends.