EDB POSTGRES AI
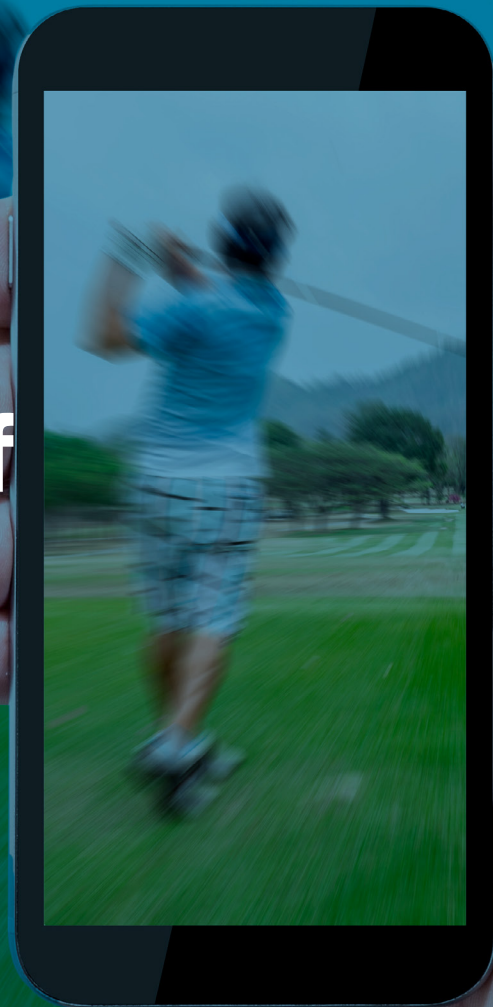
Golf Genius Transforms the Golf Experience with EDB Postgres® AI

CUSTOMER:
GOLF GENIUS

EDB customer since September 2020

Rares Salcudean
Senior Software Engineering Manager and
Lead Infrastructure Engineer, Golf Genius

CHALLENGE: Golf Genius grew so fast that its single database didn't have the power to handle the increased workload.

EDB SOLUTIONS: EDB Remote DBA, EDB Professional Services, Barman, Repmgr, and Pgbouncer.

RESULTS: EDB's Remote DBA service helped Golf Genius improve and modernize its system, enabling the flexibility and scalability required for accelerated business growth.
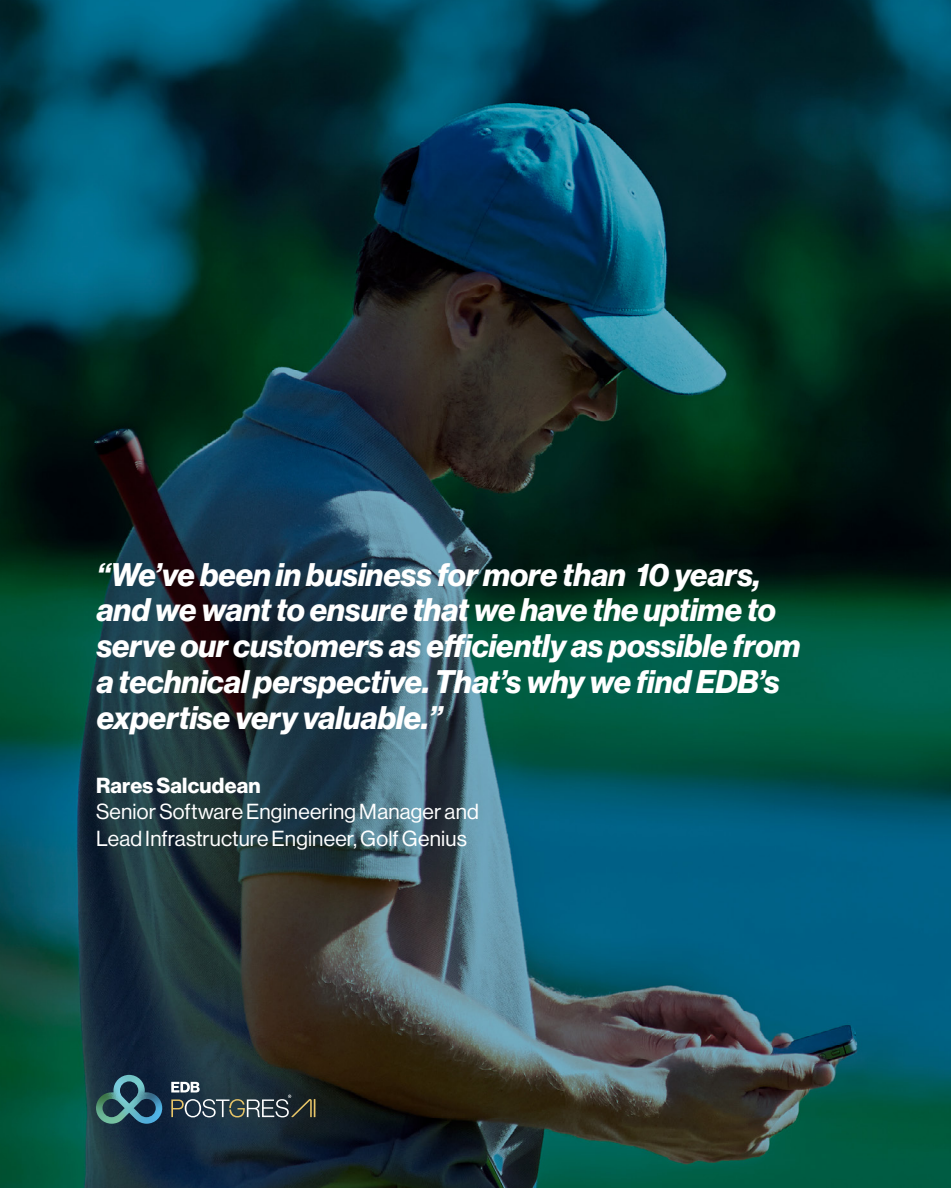
OVERVIEW

Tech company takes golf to the next level with EDB Remote DBA service

As founder and co-CEO of Golf Genius Mike Zisman has stated, his company has always been a technology-based business. It may have started with golf ball and club design, but Golf Genius has taken golf technology and the sport itself further, offering innovative software and service solutions for golfers on the course, on the range, and in tournament play.

Postgres and EDB are integral to Golf Genius's robust and highly available infrastructure and its ability to seamlessly service and manage more than 10 million users. The first software solution from Golf Genius, which the company rolled out in 2012, was built as a full stack on Ruby on Rails with Postgres as the database layer.

As Golf Genius's product functionality expanded and the company entered the tournament management market, its business grew so fast that its single database didn't have the power to handle the increased workload. While company leaders knew Postgres well, they acknowledged that they'd benefit from a team of experts, so they chose EDB to help them implement multi-sharding architecture at the database layer and embrace the full power of Postgres.

Cloud and EDB: The ultimate twosome

Golf Genius uses community Postgres on AWS to run two of its most popular products, Tournament Management and GHIN. "Tournament Management, which is the largest product that we're developing, has a lot of fluctuating traffic and usage patterns, which can end up in unpredictable behaviors at the database level," says Rares Salcudean, senior software engineering manager and lead infrastructure engineer at Golf Genius. Good news for Golf Genius: The EDB RDBA team is great at dealing with unpredictability.

As tournament management is a seasonal business, Salcudean and his team start to see an increase in traffic in their tournament management layer during late March/early April. Salcudean acknowledges that this tremendous overall usage and load of the system, combined with the hardware component, can lead to unpredictable behaviors. "Even if it's hosted in AWS in the cloud, the overall database is still living on a computer, which by itself is a complex ecosystem that needs to work hand in hand with the database," he says.

The team relies on EDB's RDBA service to help resolve unpredictable issues and provide insights into all aspects of the database around the clock. This enables Golf Genius to achieve its aggressive operation requirements for business continuity. The RDBA team has helped Golf Genius with numerous projects, including creating a plan for scaling, providing deep analysis on incidents that involved AWS resourcing, DB fine-tuning, and support for migrations that enabled them to carry out infrastructure improvements.

According to Chris Kallmeyer, Golf Genius co-CEO, "EDB has consistently demonstrated that they have a well-distributed and highly responsive team actively monitoring for problems and willing to lean in to share their Postgres expertise whenever needed."

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POSTGRES AI

Using AI as an assist

With Golf Genius providing relatively complex software solutions to 10,000 private clubs, public courses, and resorts in more than 60 countries, its support team has its hands full.

Salcudean hopes AI will soon be doing some of the heavy lifting by helping the team tackle different tickets, user use cases, and/or app-level interactions. He also sees the value of AI in translating the company's website for international users.

To make the most of AI, Golf Genius is identifying the most relevant use cases and applicability based on the available data sets. "It's very fascinating, knowing a lot of algorithms were developed back in the '60s, '70s, and '80s," Salcudean points out. "Having the [technology] to be able to use them in parallel with machine learning is phenomenal."

Embracing the future with Postgres

Golf Genius continues to engage with EDB to improve and modernize its system for even more scalability. Being prepared for growth is critical, as Golf Genius shows no signs of slowing down. The company is currently expanding in the coaching market, where it has launched Coach 360, an all-in-one integrated platform that helps golf coaches schedule lessons, enhance teaching, organize and store lesson details, and collaborate more closely with students.

The company sees Postgres as vital to its success and appreciates that it continues to grow along with Golf Genius. "We've used Postgres from the inception of Golf Genius in 2009," says Kallmeyer. "It is core to our highly available and resilient architecture, and we've been very pleased with the ongoing improvements achieved through the Postgres open source community."