StubHub

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Bare Metal Solution on Google Cloud Platform Accelerated StubHub's Cloud Journey

Since new events are announced with increasing frequency, StubHub often needs to scale capacity to meet demand when tickets first go on sale or as a sporting event nears. In the past, that meant StubHub needed to overprovision their on-premises equipment—especially the servers powering their Oracle database and data management system. StubHub chose Google Cloud Platform (GCP) as their cloud partner and began modernizing and moving applications to GCP. However, the legacy Oracle database continued to run on Solaris servers at the StubHub data center. StubHub decided on GCP, choosing the Intel-accelerated bare metal server (BMS) offering. Thanks to the single platform, the StubHub team spends much less time on scaling and managing than they did on-premises.

> "Since all our apps were running well on Intel in the data center, we knew that we could operate them seamlessly in the cloud as well. Intel is Intel, no matter where we go."
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> **Todd Northcutt, senior director of product and technology, StubHub**

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