



Flurry Chooses Arista Networks to Support Unprecedented Growth

San Francisco – January 25, 2011 - Flurry Inc., a leading mobile app discovery, monetization and analytics company, today announced it will upgrade its data centers with Arista Networks equipment to scale for unprecedented demand. Flurry, considered in the category of “big data” for the hundreds of terabytes of data it manages, serves more than 37,000 companies across more than 70,000 iOS, Android, BlackBerry and J2ME applications used on more than 230 million mobile devices per month.

Since launching analytics in January 2009, Flurry’s network has grown by 20% month-over-month in application sessions tracked. From November to December 2010, total system session reports tracked grew by more than 40%. With the addition of its app discovery and monetization network, AppCircle, in August 2010, the company now processes over 300,000 session reports per day with a peak of more than 7,000 in-coming application session reports per second. In total, Flurry’s network handles more than 2.5 billion data transactions per day.

“With data transaction volumes regularly exceeding that of Twitter, Flurry looked to Arista Networks’ switching solutions to significantly and cost-effectively increase performance and reduce latency of our network,” said Sean Byrnes, Flurry chief technology officer. “As we plan to add hundreds of servers over the next two quarters, the addition of Arista’s 10 gigabit switches offers an unbeatable ROI, and positions Flurry for unparalleled performance.”

Flurry uses HBase and Hadoop for deep and computationally extensive processing of its exponentially growing data set. The company’s analytics, clustering and targeting calculations are handled by more than 100 production servers with tens of billions of rows over numerous tables. Already built-out across multiple data-centers, Flurry is slated to quintuple its number of servers within six months to scale with demand.

“Flurry’s challenge of handling a mixture of complex and structured data in the cloud, at tremendous volumes, is exactly what Arista Networks is designed for,” said Mansour Karam, managing director of business development at Arista Networks. “Pressured over several dimensions simultaneously – by number of connected servers, connection performance and predictable performance – Flurry’s network exemplifies a new era of cloud computing complexity only Arista can solve in such a cost-efficient manner.”

About Flurry

Flurry is a leading smartphone application analytics, promotion and monetization platform used by more than 35,000 companies in more than 70,000 applications across iOS, Android, Blackberry and J2ME. Flurry tracks over 7 billion anonymous, aggregated end-user application sessions each month.

Flurry Analytics helps developers make better applications, increase retention and grow revenue. Flurry AppCircle is an intelligent, analytics-powered cross-selling network that acquires better users for applications and earns publishers more than 3X revenue over performance ad networks and offer-wall companies.

Flurry is venture-backed with offices in San Francisco and New York. For more information, please visit www.flurry.com.



About Arista Networks:

Arista Networks was founded to deliver Cloud Networking Solutions for large data center and computing environments. Arista's award-winning best-of-breed 10 Gigabit Ethernet switches redefine scalability, robustness, and price-performance. At the core of Arista's platform is EOS a ground-breaking new software architecture. Arista Networks markets its products worldwide through distribution partners, systems integrators and resellers.

Note to Editors

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