

Arista's flexible and scalable solution helps Taboola deliver hundreds of billions of content recommendations every month.

Highlights

Challenge

As the world's largest discovery platform, Taboola's continued growth required an upgrade to its network capability to support delivery of over 360 billion recommendations a month.

Solutions

- Arista 7280 and 7160 Switches
- Arista EOS®

Results

- Moved to layer 3 spine and leaf architecture to increase flexibility
- Upgrade from 10Gbps to 25Gbps network interfaces to increase bandwidth to the server
- Higher density solution with lower power consumption plus open standards ready for future cloud projects
- Lower latency, higher reliability while scaling to a 100Gbps network design

Used by many of the world's largest publishers and brands, over a billion people interact with Taboola's content discovery platform every month. With continued and rapid growth, Taboola selected Arista Networks as the foundation for a major upgrade that helped Taboola build more efficient private cloud technology while scaling performance to meet high-performance computing and real-time service delivery goals.

The Taboola logo is displayed in a large, bold, blue font. The word "Taboola" is written in a sans-serif typeface, with the "oo" characters being notably larger and more rounded than the other letters. The logo is centered horizontally in the lower half of the page.

Project Background

Challenge

Taboola has global sites with thousands of physical servers and international network connectivity that helps generate over 30 billion recommendations each day. The company has grown rapidly over the last five years and uses a mix of its own infrastructure and private cloud to scale up the business to be as close to the markets it serves as possible. With growth continuously accelerating, the company began looking at upgrading its core networking capability to move away from simple layer 2 switching to a more intelligent layer 3 architecture able to support its innovative applications and orchestration software.

“The network switching architecture was starting to become a bottleneck for us,” explains Ariel Pisetzky, VP of IT for Taboola, “We needed more performance and the ability to scale from our current 10Gbps to 25Gbps per server in a flexible manner and also have 100G uplinks.”

Pisetzky also highlighted the need for simplified management capability along with the ability to perform real-time upgrades to switches without a major engineering project. “We are also looking at software defined networking and more use of internal clouds but we don’t want to have to go all in – freedom is a major consideration for us,” he adds.

Solution

Taboola began evaluating a number of solutions. According to Pisetzky, “In the end, Arista was a very simple choice for us. Arista was a case where you could do everything and you got everything, which was really refreshing as they were not holding back. The sales cycle was good from start to finish.”

Taboola has rolled out Arista 7280 and 7160 switches at 4 sites and moved over to a leaf and spine networks topology that benefits from dynamic and deep buffering for lossless forwarding with high density, internet scale table sizes and comprehensive L2 and L3 features. The company has also used Arista 100Gbps uplinks to connect two sites over a few kilometres of dark fibre as an alternative to its existing WDM network.

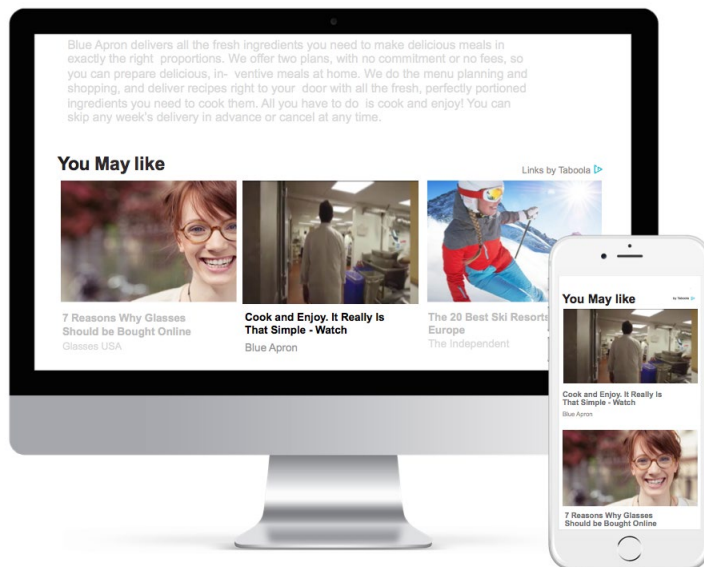
“At a technical level, the upgrade was straightforward and we were able to freely move servers almost transparently,” says Pisetzky, “We are now able to upgrade directly from 10Gbps to 100Gbps per port where needed and Arista has allowed us to do that in a very cost efficient manner.”



Conclusion

Taboola is now in the process of moving some of its bespoke applications into a private cloud for internal use. “We are not your run of the mill IT shop,” says Pisetzky, “We run a lot of bare metal with our own orchestration software and we need flexibility and openness – we are constantly adapting so we always try to avoid vendor lock-in and dependency on the underlying hardware.”

“Arista gave us the flexibility to become more DevOps-centric, and offered a scalable and cost efficient option to scale out our network,” he adds.



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