

# Seamless cloud transformation for Bobble AI with GCP migration



## Client profile

Bobble AI is a cutting-edge conversational media platform that enhances communication through personalized and expressive content, such as stickers, emojis and GIFs. Leveraging AI and deep learning, Bobble AI integrates seamlessly into keyboards, messaging apps, and social platforms, enabling users to create engaging, context-aware conversations. Their focus on personalization and innovation makes Bobble AI a leader in the digital content space, transforming how people interact through mobile devices.

Bobble AI wanted to improve the performance of their smart keyboard app by reducing latency and optimizing infrastructure costs. They aimed to adopt a scalable cloud platform with advanced features to support this innovative solution.

NTT DATA proposed migrating Bobble AI's back-end applications and services to Google Cloud, ensuring a seamless transition with minimal latency and no business disruption. Leveraging its expertise in Google Cloud Platform's (GCP's) storage and database solutions, NTT DATA aimed to reduce overall costs while delivering a secure migration with near-zero downtime for data and services.



We've seen transformative benefits, including increased scalability and enhanced performance, facilitating a more effective approach for managing and operating Bobble AI's back-end applications.”

**Kunal Dawn**, VP of Engineering — Backend, Bobble.ai

# 150

milliseconds or less  
latency achieved

# 99.95%

success rate for the APIs

# 87%

reduction in  
infrastructure provision  
& scaling time

# 15%

reduction in  
overall cost

## Business need

### Improving the performance of a smart keyboard app

Before migrating to Google Cloud, Bobble AI faced the following challenges:

- Rising costs associated with the existing cloud environment strained operational budgets.
- Scalability limitations restricted their ability to meet growing user demands effectively.
- Increased latency impacted the overall customer experience, leading to potential user dissatisfaction.
- A more efficient and flexible cloud infrastructure became critical to support their expanding platform.

## Solution

### Migrating back-end applications and services to Google Cloud

NTT DATA partnered with Bobble AI to successfully migrate their back-end applications to Google Cloud Platform (GCP), creating a more scalable and robust infrastructure for the Bobble AI Keyboard. The team ensured a smooth transition by setting up staging and production environments tailored to Bobble AI's needs, using configuration details provided by their team. This migration improved performance, reduced costs and enabled advanced features to better serve their growing user base.

Key components of the solution included optimized routing through a global load balancer and enhanced security with Cloud Armor (Google's managed web firewall). Content delivery was sped up using Google Cloud's CDN for faster load times, while data management and CI/CD processes were streamlined for better efficiency. In addition, proactive monitoring with real-time alerts and centralized log collection through Google Cloud Logging improved visibility and enabled faster issue resolution.

## Outcomes

NTT DATA's success in delivering tailored solutions for Bobble AI is driven by our deep technical expertise, strategic approach and commitment to client success. Our ability

to seamlessly manage cloud migrations stems from its extensive experience in navigating complex transitions, ensuring minimal disruption and maximum efficiency. With a focus on leveraging cutting-edge technologies like Google Cloud, we craft scalable and secure solutions that align with clients' long-term goals.

Our proactive approach to ongoing support and optimization ensures that clients, like Bobble AI, can continuously evolve and maximize the value of their cloud infrastructure. NTT DATA also excels in collaboration, working closely with clients to understand their unique challenges and to tailor solutions that are both effective and sustainable, ultimately driving superior performance and cost efficiency.

### Highlights:

- **150 milliseconds or less latency achieved**  
Achieved optimal response times with minimal latency for all APIs
- **99.95% success rate for APIs**  
Ensured high reliability and consistent performance across all API endpoints
- **87% reduction in infrastructure provision and scaling time**  
Streamlined infrastructure provisioning, significantly reducing set-up and scaling time
- **15% reduction in overall cost**  
Successfully reduced operational costs while maintaining performance efficiency
- **Enhanced observability**  
Centralized logging with Google Cloud Logging improved visibility and reduced mean time to repair (MTTR)
- **Granular monitoring**  
Detailed metrics enabled better alerting, usage analysis and cost optimization
- **Seamless migration**  
Migrated back-end workloads to GCP without any major disruptions
- **Improved scalability**  
Built a more robust platform to support growth and deliver a better user experience

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