

# HIGH PERFORMANCE ANALYTICS DATABASE

## Data Management

Infobright DB is a high-performance enterprise database solution leveraging a columnar storage engine to enable business analysts to dissect data efficiently and more quickly obtain reports. Infobright DB can be deployed on-premise or in the cloud.

### Customer Success

**HelloWorld delivers competitive advantage by allowing customers to analyze any data, any way, in near-real-time with the help of IgniteTech's Infobright DB**

#### COMPANY

HelloWorld

#### ESTIMATED REVENUE

\$70 million / year

#### INDUSTRY

Technology — Interactive Marketing

#### IGNITETECH SOLUTION

Infobright DB

#### DEPLOYMENT

On-Premise

“With Infobright DB, HelloWorld offers our customers analytic capabilities that are far ahead of what competitors offer in terms of speed and flexibility.”

## SUMMARY

HelloWorld needed to integrate several disparate data marts. Customers and analysts found it cumbersome to perform analysis across the various platforms, which limited insight into total campaign performance. In addition, data volumes were growing steeply, nearly doubling in size each year over the past several years. With Infobright DB, HelloWorld has been able to meet its targets and provide customers best-in-class services.

## WHY INFOBRIGHT DB

HelloWorld turned to Infobright DB as the analytic and storage engine for all the data streaming into the HelloWorld platform primarily because of its simplicity & power.

## CUSTOMER BENEFIT

With Infobright DB, HelloWorld delivers two sets of dashboards: the standard dashboard which updates every 24 hours and a real-time dashboard which refreshes every 15 minutes for ongoing promotions. Infobright DB's ability to import millions of data records each morning by 8 AM without impacting performance of analytic queries exceeds client expectations. Additionally, the client can now readily create iterative, ad hoc queries that uncover deep patterns and insights — something they could not offer their customers without Infobright DB.

## CUSTOMER OUTCOME

Customers and analysts can now cross-analyze data any way they chose. They can drill down and segment prospects more accurately, even as data is continually refreshed in near-real-time.

## SOLUTION BENEFITS

- Scalable analytics solution for storing and analyzing big data for interactive business intelligence and complex queries
- Through proprietary columnar storage format with superior compression ratios, improve query performance, reduce storage cost and improve efficiency in analytics and reporting
- Easily store up to several hundred TB of data by enabling superior compression ratios traditionally not achievable with conventional relational databases
- For big data applications, use commodity hardware and software, and eliminate indexing and partitioning — with zero administrative overhead

For more information, visit [ignitetech.com/infobright-db](http://ignitetech.com/infobright-db)