

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

Marketing technology company provides customers with sub-second query response times to analyze campaigns and marketing spend using Infobright DB

COMPANY

Marketing Technology

ESTIMATED REVENUE

\$64 million / year

INDUSTRY

Technology — Business Software & Services

IGNITETECH SOLUTION

Infobright DB

DEPLOYMENT

On-Premise

SUMMARY

Using this company's marketing technology, marketing managers can analyze their return on ad spend from a high-level cross-channel view as well as drill into details about geography, browser, coupons and much more. Infobright DB powers this application with its efficient analytics-oriented database storage engine.

WHY INFOBRIGHT DB

Infobright DB was able to provide sub-second query response times as well as an easy-to-use reporting tool.

CUSTOMER BENEFIT

The company paired Infobright DB with Hadoop/Impala as a "hot data store" to contain approximately 5% of mission-critical data stored within HDFS. With data refreshed every 30 minutes in Infobright DB, users drive investigative and operational analytics alongside their dashboards and stock reports. By reducing the overall query workload by 50% on Hadoop/Impala, the company allowed for more resources and availability on their cluster.

CUSTOMER OUTCOME

The Impala/Hadoop environment continues to power detailed reports on billions of individual clicks and conversions, as Infobright DB carries the bulk of time-sensitive queries on highly aggregated data. Business users now have the tools to make rapid decisions to optimize their marketing spend.

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