



BEYONDSOFT
beyond your expectations

CASE STUDY

GLOBAL ADTECH COMPANY MIGRATES TO VERTICA FOR LOWER COSTS & INCREASE EFFICIENCY

THE CLIENT

The privately-owned technology company helps their clients to analyze the value of digital advertising placements. The company is known for addressing issues around fraud, viewability, brand risk and TRAQ, a proprietary media quality score. The company is headquartered in New York City and has locations in Chicago, San Francisco, Berlin, London, Paris, Singapore, Melbourne and Sydney

A NEED FOR A COST EFFECTIVE SOLUTION

The client needed to reduce the total cost of ownership (TOC) in license fees by eradicating costly and underperforming software. Not only did they carry high-cost renewals, the on-prem databases weren't performing well for the business. The client needed to increase the performance of large amounts of data and sophisticated analytics platforms to quickly support client initiatives. They hoped to maintain stability of their customer service department with accurate responses, low defects and downtime.



COST REDUCTION MEETS INCREASED FLEXIBILITY

Beyondsoft's cloud consulting team worked with the client to obtain optimal and rapid acceleration to lower cost and increased efficiency. The team migrated costly and non-performing databases to Vertica and re-architected their analytics platform for target databases and development.



THE BENEFIT OF BEYONDSOFT

- Evolved from Capex to Opex cost structure
- Reduced licensing fees by 18% by migrating to Vertica
- ROI including migration and consulting costs in less than one year
- Increased performance/query response time by 10-12%
- Foundation laid for data lake to bring in scalability in data storage and flexibility in data access.