



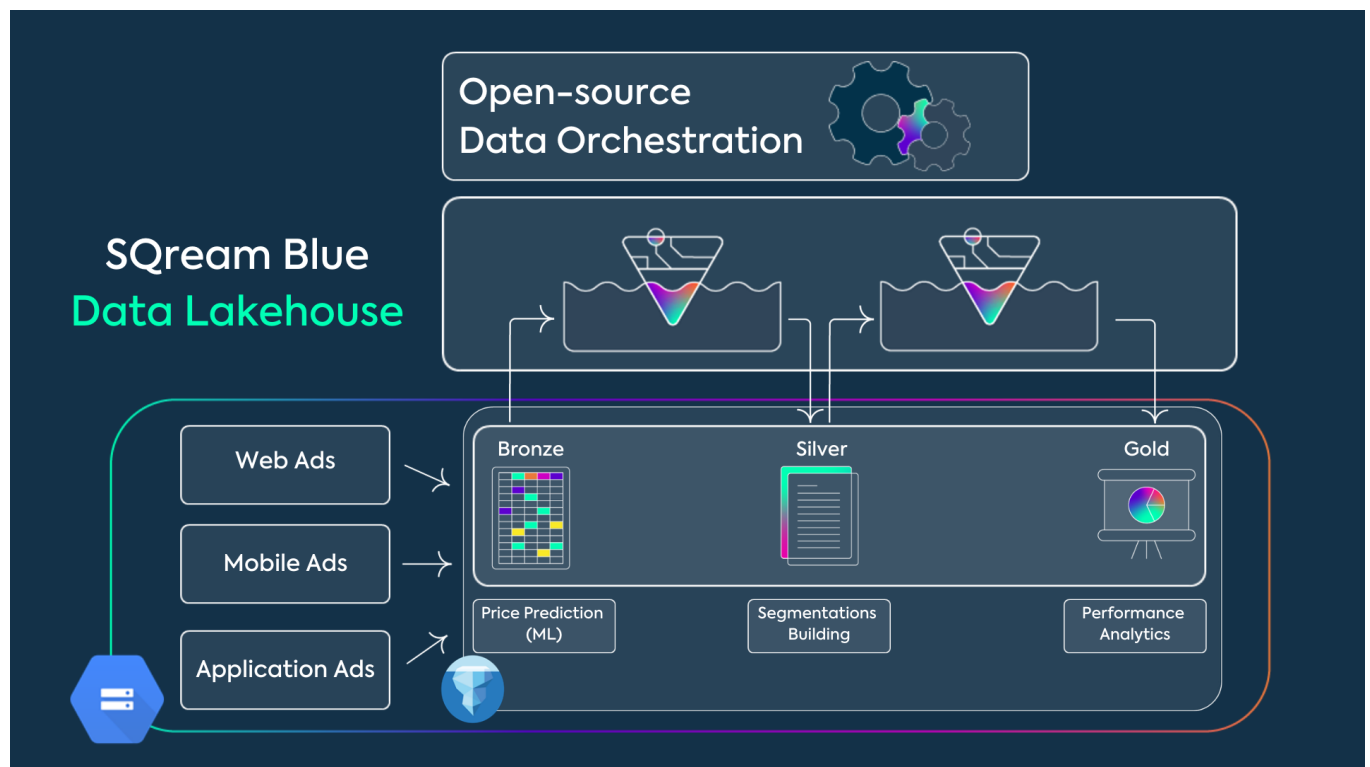
Google Cloud  
Partner

# Ask Bigger in Ad-Tech with SQream Blue

## Data Lakehouse for faster & deeper segmentation & usage analysis

Ad-Tech businesses face bottlenecks and limitations when it comes to querying their rapidly-growing datasets

SQream Blue is an enterprise-level data lakehouse built and optimized for Ad-Tech big D\data preparation challenges. The platform enables easy data preparation and workflow management of user and impression data to and from the data lake for faster ad-hoc analytics and segmentation analysis. Utilizing a patented GPU optimization engine, SQream Blue provides 2x the ingestion speed of transformed Parquet/Avro/JSON data into AWS or GCP lake environments, at half the cost of traditional cloud-based platforms.



## Ad-Tech Focused

SQream Blue is the first data lakehouse specifically built for Ad-Tech data preparation. Ad-Tech leads the market in volume of data and the speed requirements for its processing and analysis. Spark-based and in-memory tools provide insufficient time-to-market at challenging costs and stall or break at the overwhelming amount of data-scale required. SQream Blue utilizes the power of cloud GPU to ingest massive amounts of data at the speed and price efficiency required by Ad-Tech SSPs, DSPs, and AMPs.

### Unique Transformation Layer

SQream Blue's transformation layer is built on top of 'airflow,' providing pre-built DAG processes, tailored for

## Speed and Cost

SQream Blue utilizes GPU technology to improve the integration performance of Parquet/Avro and JSON into data lakes by over 2x on massive data sets. The speed of integration and transformation reduces integration costs by 50%, and lowers the compute costs required to perform the analytical query over your data lake.

## Ad-Hoc Queries

Ad-hoc queries for Ad-Tech data scientists require a model to be iterated on several times, with new parameters to test accuracy and validity. Usually these models represent the behavior of users or impressions, in order to classify the user into a segment. The accuracy of the model increases bid price and the bid/win ratio. SQream Blue helps lower model training frequency through more accurate segmentations.

## Interactive Queries

Interactive queries for Ad-Tech analysts require that a static model be uploaded and updated at regular and frequent intervals, with new information on static parameters. Keeping lakehouse tables up-to-date with the most recent data is nearly impossible when using current Presto and Spark-based tools, as they either break, or are too slow at the multi-terabyte-per-hour level.

SQream Blue efficiently utilizes the power of GPU to ETL, ingesting over 10TB of data an hour.

SQream is 4x faster than Redshift and Spark. With Blue, transformation occurs outside the lakehouse, ensuring faster, cost-effective implementation. The platform keeps the lake house current with the most updated data, and ensures queries remain affordable and efficient.

## Work flows

Analytical workflows play a crucial role in helping Ad-Tech companies increase their return on investment (ROI). By leveraging data analytics tools and techniques, ad-tech companies can gain insights into various aspects of advertising campaigns, from audience targeting to creative messaging. The use of analytical workflows helps track performance metrics, identify areas for optimization, and adjust campaigns accordingly. This not only helps improve advertising effectiveness but also helps minimize wastage and maximize ROI.

SQream Blue leverages Apache Airflow to automate complex data workflow, at multi-terabyte scale over the SQream Blue lakehouse. By implementing Apache Airflow as an integral part of the lakehouse, SQream Blue saves ad tech companies the costs associated with building, deploying and maintaining analytic workflows and frees up time for analysts and data scientists to focus on more critical tasks. Implementing managed workflow capabilities improves productivity for faster data processing & delivery of insights.

## Security and privacy

SQream Blue utilizes Google Cloud Platform's flexible and secure cloud infrastructure to ensure the highest level of data security and protection, in keeping with industry and government requirements and best practices. GCP infrastructure follows IT security best practices and adheres to leading compliance standards such as: HIPPA, PCI-DSS, SOC 2, SOC 3, FISMA and FedRAMP.

### About SQream

SQream makes it possible to ask bigger questions of extremely large, complicated data sets. With no off-limits questions, analysts get unprecedented new insights at exceptional speed. For too long, high costs and complexity have caused big data projects to fail at an alarming rate. To succeed, companies need a shortcut for asking bigger data questions to make better decisions. With SQream, you can finally "dig deeper, go faster, and reach anywhere" so you're able to ask those bigger questions – on prem, in the cloud, or at the edge. This is why organizations ranging from fast-growth startups to Fortune 100s all rely on SQream. Ask bigger.™

To learn more, visit [sqream.com](https://sqream.com) or follow us on twitter @sqreamtech.