

A composite background image for the hero section. It features a teal overlay on the left with the main title. On the right, there's a photograph of a person's hands holding a smartphone, with a semi-transparent data visualization (line graph and network diagram) overlaid on top. The overall color palette is teal and blue.

ACL MOBILE CHOOSES SQREAM DB FOR DEEP ANALYTICS AND REPORTING



COMPANY OVERVIEW

ACL Mobile is a leading provider of multi-channel enterprise messaging solutions. Headquartered in India, the company designs and develops highly secure, scalable and reliable platforms and products across mobile mediums of SMS, voice, e-mail and data. ACL's solutions help businesses build a smarter connect with customers, enhance relationships, and achieve profitability.

THE CHALLENGE

As ACL grew to send billions of transactional alerts, one-time passwords, text messages and e-mails, the large number of self-service users significantly increased data load. Thousands of queries were issued through the web UI and API to enable business customers to analyze their performance.

The relational databases ACL had been using severely restricted analytics. Reports had to be carefully timed, and significant filters were placed on the history to reduce database load. It became clear that the existing system was not supporting their growing volumes of data.

THE SOLUTION

SQream DB, a data analytics acceleration engine, was deployed to unlock insights hidden in the company's treasure trove of data. The system was chosen for the scale, speed and flexibility afforded by its market-leading GPU-based design. After a one hour training session, the company's marketing team was up and running with SQream DB.

SQream DB is used for deep data analysis of ACL's enterprise messaging operation, facilitating 40,000 self-service queries daily and enabling highly sensitive, high-frequency reporting.

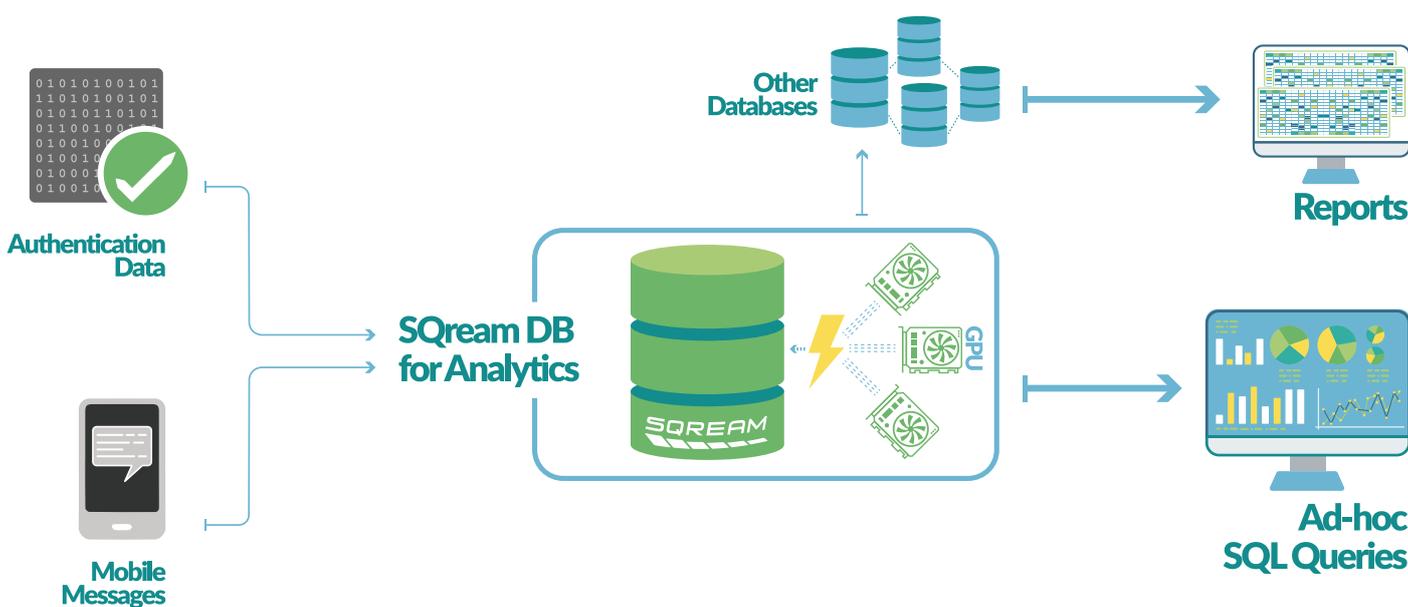
Heavy analytical workload are now offloaded from the distributed architecture to SQream DB, which serves as a speed layer to accelerate queries and increase analytics capabilities. Instead of textual reports, ACL's various departments can now generate much richer, more complex visual reports. They can freely explore the data with greater dimensionality, and with the ability to slice and dice the data as needed.

The ability to rapidly analyze massive data allows ACL to broaden their queries' historical time-frame, achieve more accurate and comprehensive insights, and as a result, deliver highly, customized marketing and customer service.

SQream DB's automatic partitioning and simple administration meant that ACL could maintain traffic from all enterprise customers in a more streamlined database structure – reducing table count from hundreds to just under twenty five.

As a result, they were able to significantly optimize IT resources needed to maintain the system.

Combining two 2U servers with a single NVIDIA Tesla card, SQream DB can handle 40TB of data per chassis and supports twelve concurrent users. SQream DB eliminated the need to expand the expensive Hadoop clusters, while enhancing their functionality. With a leaner IT operation, new analytics capabilities were delivered with tangible cost-savings.



CUSTOMER'S RESPONSE

“ We aim to be future ready, SQream DB has helped us reduce query time, creating value for our customers. SQream helps ACL maintain extremely high levels of reliability and up-time, enabling deep analysis of data for decision making. ”

Ajit Singh, Senior VP of Engineering at ACL Mobile

SQream Technologies develops and markets SQream DB, a data analytics engine enabling unparalleled business intelligence from massive data stores. Global enterprises use SQream DB to analyze more data than ever before, while achieving improved performance, reduced footprint, significant cost savings and the ability to scale the amount of data they analyze to hundreds of terabytes and more.

To learn more, visit sqream.com or follow us on twitter @sqreamtech.