



Assuring 24x7 Analytic Availability to more than 2,000 Major Online Sites

Optimizing Performance for Innovative Analytic Applications

As one of the industry's leaders in providing online marketing and business optimization solutions, Coremetrics guarantees its clients access to a high performance SaaS platform that delivers valuable data-driven content for many of the world's major brands.

With independent analyst firm Forrester Research, Inc. giving the company its top rank for strategy and its highest rating for customer satisfaction¹, Coremetrics serves 2000 companies that process more than \$20 billion in transactions per year. The company is well known for its service level agreements so clients can fully leverage online customer interactions in real time, 24x7.

Yet as Coremetrics began planning to introduce even more advanced analytic applications, soaring data volumes suggested that the company reevaluate its database infrastructure. Indeed, these next-generation analytic tools would require coping with some formidable optimization limits to deliver the high performance these new applications would demand.

Maintain a Competitive Advantage— in Both Cost and Performance

Because Coremetrics enjoys such an impressive reputation for meeting and exceeding its SLAs, it was essential to deploy a highly-scalable MPP database solution for current applications, plus support future applications to maintain the company's competitive advantage.

Overall, the strategic business objectives required a fault-tolerant environment to maintain high availability, backup and restore functionality to assure reliability, and live server administration capabilities to eliminate downtime.

But controlling software and hardware costs was also a key objective.

According to Coremetrics Chief Operating Officer Shawn Farshchi, "Our goal was to deploy a mature database platform that provided superior scalability on commodity hardware— to give us both a tremendous cost and performance advantage. Aster Data was the only company we could find that gave us this capability."

Coremetrics

- Recognized industry leader in marketing optimization
- Gives 2,000 online sites the power to add more value to customer relationships
- Demonstrates innovation in multiple areas, including its advanced multicampaign attribution analysis¹

Challenges

- Maintain high availability customers have come to expect
- Continue to meet strict service level agreements
- Cut hardware and software costs
- Introduce new value-added analytic applications

"Aster Data delivers superior scalability on commodity hardware—giving us a tremendous cost and performance advantage."

*Shawn Farshchi, Chief Operating Officer
Coremetrics*

¹The Forrester Wave™: Web Analytics, Q3 2009. Forrester Research, Inc., July 23, 2009

Massively Scalable. Massively Parallel Data Warehouse.

Aster Data® nCluster® is the industry's first massively parallel (MPP) data warehouse architecture that allows applications to be fully embedded within the database engine to enable ultra-fast, deep analysis of massive data sets.

A significant improvement over traditional data warehouses that were never designed to keep up with the data loads of today's big data applications, Aster Data's massively parallel data-application server effectively uses Aster's patent-pending SQL-MapReduce® with data and application parallelization to address the big data challenge.

Aster Data deployed its nCluster data-application server across Coremetrics' commodity hardware cluster with multiple terabytes of capacity.

Support for New Innovative Applications. Sharply Lower Capex Costs.

Once the Aster Data nCluster database was deployed for several Coremetrics applications, it became clear that the platform gave the company far more control over managing its customers' data and could easily cope with soaring growth and large traffic spikes.

In fact, Coremetrics now supports a 20-fold increase in server calls—while maintaining 24x7 availability and resiliency on a highly reliable fault-tolerant platform.

And because the solution runs on inexpensive commodity hardware, Coremetrics has substantially reduced capital expenditures for its data infrastructure.

Most importantly, however, the company is no longer bounded by old infrastructure limitations. Now customers have access to new and innovative applications which are deployed on top of the new and more robust data infrastructure.

These applications include Coremetrics AdTarget™ and Coremetrics Intelligent Offer™ that automatically generate personalized content and behavior-based product recommendations and content in real time to fully leverage customer data.

According to Chief Operating Officer Shawn Farshchi, "Aster Data helped us meet or exceed all of our goals. We've improved performance and reduced our costs. We now have enormous freedom to introduce even more powerful data-driven marketing and analytics solutions that help some of the world's largest companies drive business results."

About Aster Data

Aster Data is a market leader in data management and advanced analytics for diverse and big data, enabling the powerful combination of cost-effective storage and ultra-fast analysis of relational and non-relational data. Aster Data nCluster is an analytic platform that incorporates a massively parallel processing (MPP) hybrid row and column database with an integrated analytics engine, allowing application logic to execute with data to deliver breakthrough performance and scalability. Aster Data's solution utilizes Aster Data's patent-pending SQL-MapReduce to parallelize processing of data and applications and deliver rich analytic insights at scale. Companies including Barnes & Noble, Intuit, LinkedIn, Akamai, Full Tilt Poker, and MySpace use Aster Data to deliver applications such as deep clickstream analysis, recommendation and personalization analytics, real-time fraud detection, and churn analysis.

Solution

- Aster Data nCluster massively parallel data-application server
- Low-cost x86 commodity hardware

Results

- Excellent uptime for processing millions of server calls per day
- Support for 100%+ traffic spikes with no performance impact
- Live server administration and backup with no downtime
- Reduction in capex by deploying inexpensive commodity hardware

"We now have enormous freedom to introduce even more powerful data-driven marketing and analytics solutions that help some of the world's largest companies drive business results."

*Shawn Farshchi, Chief Operating Officer
Coremetrics*