

Case Study: Symphony Advanced Media

Introduction

This case study of Symphony Advanced Media is based on a February 2016 survey of Vertica customers by TechValidate, a 3rd-party research service.



“We have 3 node cluster for high availability and load balancing. We predominantly use this DB for Data analytics to judge users behavior. It’s a is single-source data collection – understanding the behavior of consumers across multimedia with a representative panel of consumers, providing advertisers, media companies and market research firms, the opportunity for insights into this behavior.”

“I would personally recommend Vertica for the application which has a fixed set of report generation which rarely changes because the projections we design is query specific and having multiple projections for the same table can prove expensive in terms of storage and data loading.”

“We’ve done POC with Amazon Redshift and Oracle’s In-Memory DB but both proved to be expensive for our kind of requirement. Our DB is busy round the clock as expected because we record panelists usage via smartphones, the web, and TV. The majority of times the tables would be getting loaded while the reports are generated.”

Challenges

- Using Vertica for the following:
 - Machine/sensor data analysis (Internet of Things)
 - Behavior analytics
 - Customer analytics
 - Loyalty analytics
 - Predictive analytics
 - Campaign management
- Replaced the following vendors with Vertica:
 - Vertica is our primary solution

Company Profile

Company:
Symphony Advanced Media

Company Size:
Large Enterprise

Industry:
Professional Services

Use Case

- Currently manages 6TB or less of data with Vertica.
- Uses the following Business Intelligence (BI), Visualization and/or ETL tools in their environment with Vertica:
 - ETL: Hadoop
 - ETL: Talend
 - BI: Tibco Spotfire/Jaspersoft
 - BI: Microstrategy
 - BI: Qlikview/QlikSense
- Uses the following Advanced Analytics and/or Replication tools in their environment with Vertica:
 - Replication: Home Grown (describe)
 - Advanced Analytics: Home grown (describe in other)

About Vertica

With the Vertica Analytics platform, Micro Focus innovates in software, services, and big data infrastructure to make data tangible for businesses, right now.

Learn More:

[Vertica](#)

Results

- The following are the most valuable Vertica capabilities:
 - Massive scalability on industry-standard hardware
 - Simultaneous loading and querying
 - Concurrency for hundreds or thousands of users
 - Superior compression
 - In-database analytics capabilities
 - Ease of interaction with existing BI tools & ETL tools
 - High availability without hardware redundancy
 - Advanced analytics: predictive, geospatial, sentiment, etc
- Reduced TCO by 1-25% with Vertica.
- Improved query performance by 51 – 100% with Vertica.