

CASE STUDY

Communications Provider 8x8, Inc. Deploys New Business Intelligence Solution Using Infobright

Using IEE in conjunction with ETL and reporting tools from open source BI provider Pentaho, 8x8 has been able to combine multiple sources of critical business data into a single engine for integrated analysis

Overview

8x8 provides VoIP phone, managed hosting, web conferencing and unified communications services to more than 23,000 small and mid-sized enterprise customers. To keep its business running smoothly, 8x8 needs to be able to quickly and efficiently analyze large volumes of incoming sales, customer and order-related data. But with information originating in multiple source systems, delivering the combined business intelligence reports that end users were demanding had become an administrative burden. 8x8 turned to Infobright and Pentaho for an integrated BI solution that enables the company to capture, load, analyze and report on its data from a central environment.

“Infobright has eliminated the headaches that previously surrounded our myriad reporting requirements,” said Ram Narayanaswamy, Chief Technology Officer at 8x8. “We used to have a team of experts ready to respond to user requests for multiple queries and reports. Now, users don’t have to come to us at all—Infobright enables us to automate numerous pre-configured reports and to provide users the ability to create ad-hoc queries and reports themselves. This is a huge efficiency gain.”

IEE’s capabilities have enabled 8x8 to achieve over 10:1 data compression, improve query performance, streamline reporting and simplify administration. IEE will also allow 8x8 to move from a daily data load to a near real-time loading environment. Prior to deployment, 8x8 reviewed other database solutions from providers such as IBM and Oracle, and determined that IEE offered the best analytic performance at the most affordable price.

INFOBRIGHT

Corporate Headquarters:
47 Colborne Street, Suite 403
Toronto, Ontario M5E1P8 Canada
Tel. 416 596 2483
Toll Free 877 596 2483
info@infobright.com
www.infobright.com

Sales:
North America
Tel. 312-924-1695
EMEA:
Tel. +353 (0)87 743 7107