



## Customer Case Study

## Industry: Online Analytics

### Overview

Sulake Corporation is an online entertainment company focused on virtual worlds and social networking. Sulake's main product is Habbo, the world's largest virtual world and online community for teenagers. There are localized Habbo communities in 32 countries on six continents. To date over 117 million Habbo characters have been created and 10.4 million unique users worldwide visit Habbo each month.

Sulake has offices in 15 countries. Its headquarters is situated in Helsinki, Finland. Currently the company has over 300 employees worldwide. For more information, visit [www.sulake.com](http://www.sulake.com) and [www.habbo.com](http://www.habbo.com)

### Challenge

Some 32 countries on six continents play host to Sulake's localized Habbo communities, and over 10 million unique users worldwide visit Habbo each month. Sulake is focused on offering the most engaging social entertainment solutions, and to fully understand what its communities need, the company must analyze huge amounts of data every day.

As Sulake's environment is extremely fast paced and changes constantly, they roll out a substantial upgrade to the product each month. At that pace of development, getting feedback on results in less than 24 hours is crucial to success. Sulake needed to increase productivity by reducing the wait time for analytics processing. They also wanted to reduce the amount of server and storage infrastructure required for their growing data volumes.

### Solution

Sulake opted for Infobright's analyst data warehouse solution because it offered the performance needed along with a full feature set and a low total cost of deployment. It also fit easily into the company's existing infrastructure based on Linux, MySQL and Java toolchains. The company was able to go straight from a proof of concept to a production implementation, and after just a couple of weeks began analyzing its first dataset exclusively using Infobright.

**“Infobright will clearly reduce the amount of time required for our analytics processing, which will make our teams more productive and allow us to respond more quickly to the demands of our communities. Infobright's efficient use of servers will also dramatically reduce our hardware requirements.”**

Osma Ahvenlampi,  
chief technology officer