



Customer Case Study

Industry: Telecommunications

Overview

This regional communications company, a subsidiary of one of the world's largest telecommunications companies, strives to deliver the best service and solutions to its 2+ million customers. They provide a wide range of services – from landline to mobile, and from broadband to TV and entertainment. In order to meet their commitments to their customers, they evaluate and implement the best technology available.

Challenge

As with all communications service providers (CSPs), this company generates massive amounts of data every day. Call Detail Records, or CDRs, capture information about every call made by each of their 2 million customers. While CDRs are used for customer billing, the accumulated data has great value to CSPs in terms of analyzing the data to drive business decisions. CSPs typically analyze this data to identify trends in customer behavior, optimize pricing, develop marketing campaigns, eliminate fraud and revenue leakage, and optimize network capacity during peak call times.

The company's challenge was to keep more data online, at less cost, without sacrificing query performance. In order to do so, they also needed a solution that could load data at a faster rate than their existing system. With a goal of being able to store 2 -3 years worth of rolling CDR data, estimated to be about 4.2 billion rows of data, this CSP evaluated different approaches to meeting the challenge.

Solution

The company's testing resulted in a decision to use Infobright Enterprise Edition for this critical application. Now in production on a single dual-core, 4 socket processing blade and SAN storage, they have seen the following benefits:

- **Data compression of 15:1 (raw data to data size on disk in Infobright), resulting in significant savings on their SAN-based disk storage.** Beyond the capital cost reduction of the online database itself, the storage savings were considerable. The smaller disk footprint and Infobright's software also enables

“Infobright enables us to put more data online and make it accessible without requiring the attention other databases do. Infobright's performance, lower hardware costs and ease of maintenance are of great benefit to us.”

Manager, Business Intelligence and Data Management

them to use fewer servers than alternative approaches, further reducing hardware costs and accompanying datacenter costs. What's more, less disk makes it far easier and faster to back up the database, requiring less administrative time.

- **Achieved goal of maintaining fast query response while keeping far more data online.** The company's testing and production usage of Infobright has validated Infobright's ability to keep query response time constant as the size of the database grows. They have also benefited from very high data load speed using the Infobright loader, which was key to being able to keep more CDR history online.
- **Reduced administrative effort and cost.** The company's database administrators have to spend far less time administering their Infobright database than their other database products. With no indexes to build or maintain, no data partitioning or database tuning, their DBAs can spend their time on projects that leverage their advanced skills, rather than on tedious database maintenance.