

Mobile Data Services Provider IMImobile Embeds Infobright in Subscriber Data Hub Solution

Overview

IMImobile is a pioneer in the mobile data space offering a rich portfolio of managed services for mobile operators, media companies and enterprises. Its DaVinci Evolved Services Platform™ enables social aggregation, content management, mobile advertising and marketing, storefronts, digital music services and more.

IMImobile recently completed the 100 per cent acquisition of UK mobile content and services company WINplc; has over 600 employees and a global presence across Asia, Europe, Latin America, Middle East and Africa. The company hosts its technology platforms and services in data centers worldwide and currently enables over more than 100 operator and blue-chip enterprise customers in some 70 countries around the world generating 40 million billing transactions every month and reaching over 780 million subscribers worldwide.

Challenge

IMImobile's industry leading DaVinci Evolved Service Platform™ powers a wide range of services created, delivered and managed by IMImobile. These services are enabled through robust technology platforms including carrier grade messaging platforms and gateways, voice platforms, content management and 3rd party application aggregation systems.

As its business has grown, so has the volume of data generated generated from IMImobile's various platforms and services, along with data from Operator networks. IMImobile was looking for a cost-effective database as the basis for a "Subscriber Data Hub" which will enable their customers to generate deep insights into user behavior on a mobile network across multiple channels.

Solution

IMImobile selected Infobright® Enterprise Edition (IEE) to use within its DaVinci Evolved Services platform. IEE will help form the foundation for subscriber retention, loyalty programs, personalized campaigns and promotions, advertisements, real-time offerings, rewards and fulfillment etc., that will help customers increase their revenues through increased subscriber focus.



INDUSTRY Mobile Data Services

ORGANIZATION

IMImobile

SOLUTION

Subscriber Data Hub to enable customer analysis of their data

RESULTS

Consistent, fast query performance and high data compression

"We want to help our customers take greater advantage of all the mobile data at their disposal—both for historical as well as predictive analysis—but needed a way to speed up the processing of the overwhelming volume and diversity of information available so that the results can be used in near real time conditions.

IEE's compression capabilities, as well as the consistency of its performance against increasing data volumes, were key factors in our selection of Infobright."

Vishwanath Alluri
IMImobile
Chairman, CEO and
Founder