

FLUX INSIGHTS PARTNERS | 2020



CASE STUDY

PUBMATIC

GPU SQL

COLUMN

ORIENTATED


DB

FOR MASSIVE DATA

ANALYTICS

LET'S

FLUXINSIGHTS PARTNERS



TALK USE CASES

IMPLEMENTED

IN

just

6

MONTHS

Generic Telco Scenario

On Average 20 Times Faster than AS-IS (HIVE)

Query	AS-IS (HIVE)		SQream 4.2	
	1 Day	1 Hour	1 Day	1 Hour
Q1 APP Service Group Analysis	2:03:00	0:11:46	0:04:06	0:00:14
Q2 eNB Service Analysis	1:48:00	0:12:28	0:24:46	0:01:13
Q3 Cell Service Analysis	0:52:00	0:06:49	0:05:24	0:00:15
Q4 Analysis of Payment Plan	1:10:00	0:07:29	0:19:06	0:00:53
Q5 Device Traffic Analysis	NA	0:03:59	NA	0:00:30
Q6 IOT & POS Analysis	0:22:00	0:03:43	0:06:01	0:00:20
Q7 IOT Platform Analysis	0:23:00	0:04:50	0:05:16	0:00:17
CALL Data - count(*)	NA	NA	0:00:21	0:00:10
CALL Data - AVG setup time	NA	NA	0:00:27	0:00:14
CALL Data - Max Call Time	NA	NA	0:00:25	0:00:13
Z. join S1_CALL and SIP_REGI	NA	NA	0:02:21	0:00:54

DNS

BACKDOOR PROTECTION



INDEPTH
CUSTOMER
USAGE
ANALYSIS

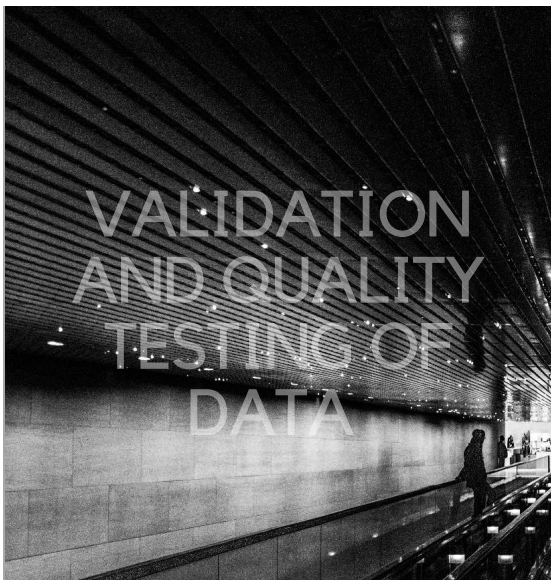


THREAT DETECTION
AND DOOS
PREVENTION

Class of 2004

VALIDATION
AND QUALITY
TESTING OF
DATA

ANALYSING CALL DEFECTS
AND HANGUPS



PUBMATIC

CASE STUDY

PubMatic

PubMatic created an omni-channel revenue automation platform for publishers and enterprise-grade programmatic tools for media buyers.

TRILLIONS of ad impressions monthly
equate to 140TB (raw) daily

LIVE ANALYTICS NOT AVAILABLE
(due to database size constraints)

AD-HOC QUERYING currently not easy

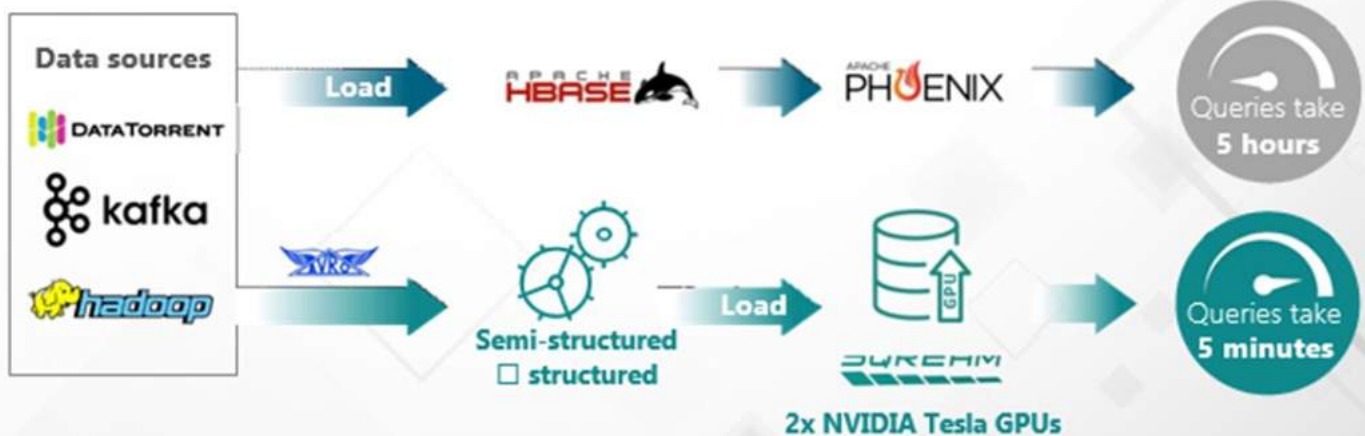
PUBMATIC

CASE STUDY

AD-TECH PERFORMANCE AT SCALE

■ PubMatic

PubMatic deployed SQream DB to unlock more insights from their Hadoop cluster



- Use SQream DB to store all bid/yield data – better accuracy → increased earnings
- 5 hours down to 5 minutes → increased yield optimization operations
- Leveraging existing SQL knowledge, no Scala or MapReduce needed → empower analysts

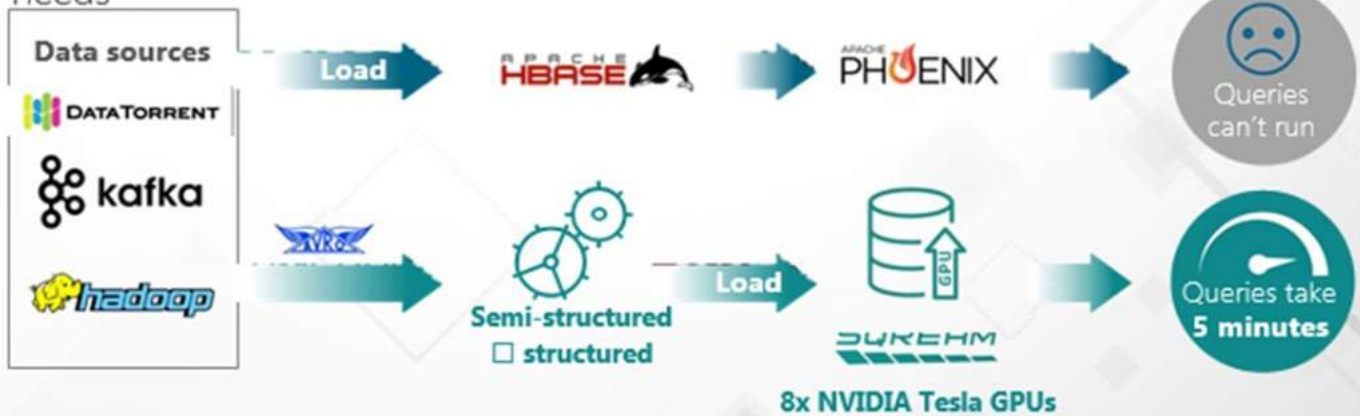
PUBMATIC

CASE STUDY

SCALING TO MEET GROWING APPETITE

PubMatic

PubMatic expanded SQream DB to consolidate more data and address growing needs



- Grow from 85TB → 360TB
- The best of both worlds – maximizing investment in existing Hadoop, analyzing more data for critical insights – faster.

PUBMATIC

CASE STUDY

THE VALUE OF SQREAM DB



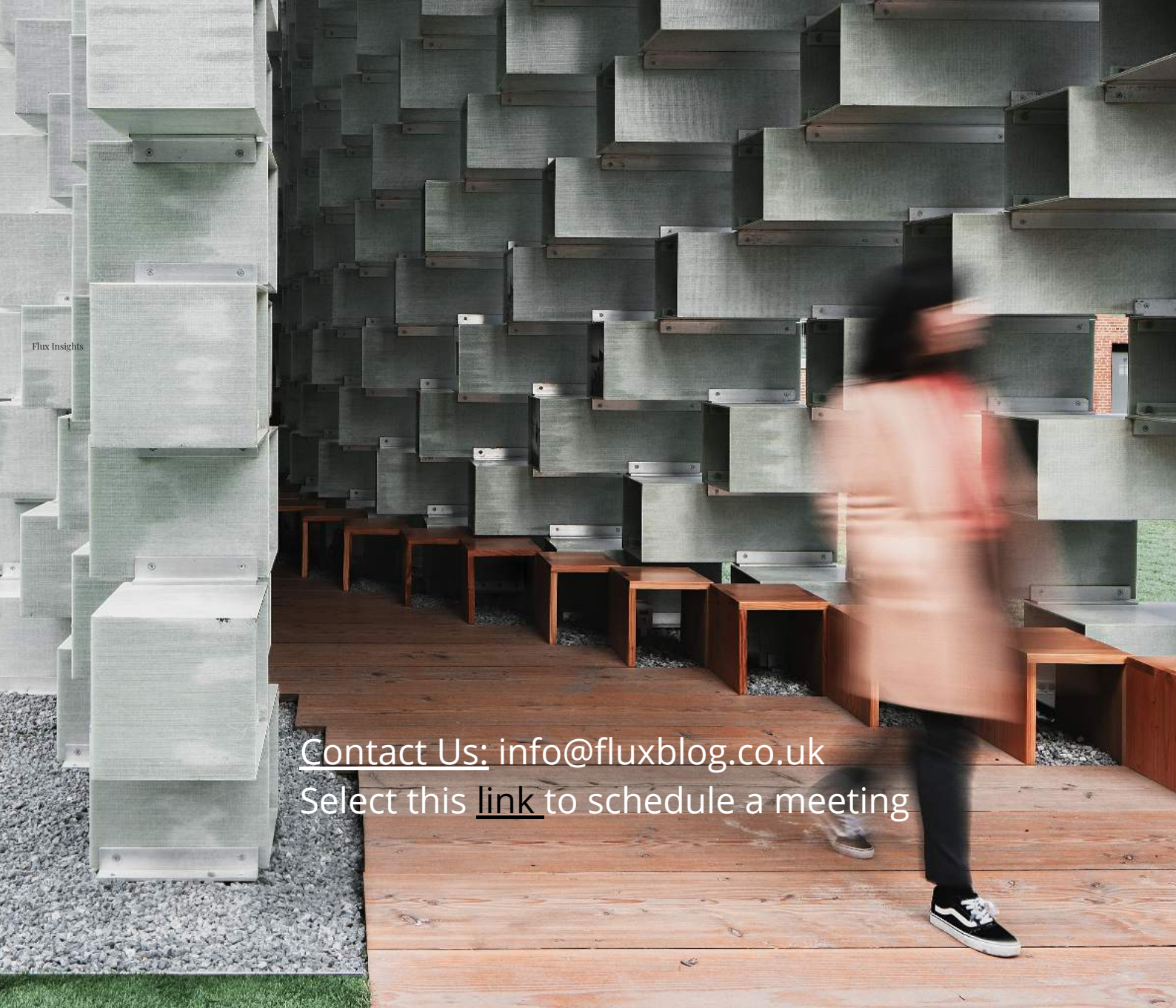
Analyzing more data easily, enabling better business decisions, with SQL



More and new revenue streams from the increased insights



Returning control to data consumers, simplifying procedures, streamlining operations and increasing employee productivity



Flux Insights

Contact Us: info@fluxblog.co.uk
Select this [link](#) to schedule a meeting

In God we trust. All
others must bring data

W. EDWARDS
DEMING, STATISTICIAN,
PROFESSOR, AUTHOR, LECTURER,
AND CONSULTANT.

The goal is to turn data
into information, and
information into insight

Carly Fiorina.

ISSAC ASIMOV

*I don't fear computers. I
fear the lack of them.*

It is a capital mistake to
theorise before one has data.

SHERLOCK HOLMES

DATA IS A PRECIOUS THING AND
WILL LAST LONGER THAN THE
SYSTEMS THEMSELVES.

TIM BERNERS-LEE

Simplicity is about subtracting the
obvious and adding the meaningful.

JOHN MAEDA

If I had to pick one word to describe
what a chief data officer does. It would
be neither data nor analytics. It would be
strategy.

CDO-INDERPAL BHANDARI CAMBIA HEALTH

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