

ACL MOBILE CHOOSES SQREAM DB FOR DEEP ANALYTICS AND REPORTING



Company Overview

ACL Mobile is a leading provider of multi-channel enterprise messaging solutions. Headquartered in India, the company designs and develops highly secure, scalable and reliable platforms and products across mobile mediums of SMS, voice, e-mail and data. ACL's solutions help businesses build a smarter connect with customers, enhance relationships, and achieve profitability.

THE CHALLENGE

As ACL grew to send billions of transactional alerts, one-time passwords, text messages and e-mails, the large number of self-service users significantly increased data load. Thousands of queries were issued through the web UI and API to enable business customers to analyze their performance.

The relational databases ACL had been using severely restricted analytics. Reports had to be carefully timed, and significant filters were placed on the history to reduce database load. It became clear that the existing system was not supporting their growing volumes of data.

THE SOLUTION

ACL chose SQream's GPU database to handle their increasing data load, with plenty of room to grow with the advent of banking, e-commerce and social media sectors.

SQream DB is used for deep data analysis of ACL's enterprise messaging operation, facilitating **40,000 queries** daily and enabling highly sensitive, high-frequency reporting. SQream's ability to rapidly analyze massive datasets allows ACL to broaden their queries' historical timeframe, and obtain more accurate and comprehensive insights from a much higher percentage of their data. Operational efficiency and customer satisfaction greatly increased as a result.

The solution was extremely cost-efficient, consisting of several NVIDIA Tesla GPU-enabled Dell servers. ACL's broad range of self-service BI tools and APIs make use of SQream DB through a variety of interfaces such as JDBC, PHP, ODBC, Node.js and .NET drivers.

SQream DB's automatic partitioning and simple administration meant that ACL could maintain traffic from all enterprise customers in a more streamlined database structure - reducing table count from hundreds to just under 25. As a result, they were able to significantly optimize IT resources needed to maintain the system.

CUSTOMER'S RESPONSE

“ We aim to be future ready, SQream DB has helped us reduce query time, creating value for our customers. SQream helps ACL maintain extremely high levels of reliability and up-time, enabling deep analysis of data for decision making.

Ajit Singh, Senior VP of Engineering at ACL Mobile

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SQream Technologies develops and markets SQream DB, a GPU database designed to enable unparalleled business intelligence from massive data stores. Global enterprises use SQream DB to analyze more data than ever before, while achieving improved performance, reduced footprint, significant cost savings and the ability to scale the amount of data they analyze to hundreds of terabytes and more.

To learn more, visit sqream.com or follow us on twitter @sqreamtech.