



MODERN DATA INFRASTRUCTURE FOR SAAS PRODUCTS

Upgrade your SaaS customer  
experience with Yellowbrick

## SAAS COMPANY CHALLENGES

# Your customers deserve the best experience possible

Companies with SaaS products that require high-scale data processing are under constant pressure to ensure a great experience that attracts and retains customers. But slow response time, outages, and limited data sets get in the way.



Outages and  
downtime



Slow or  
unpredictable  
response time



Inaccurate or  
incomplete data  
for customers

**The big risk:** If you can't dazzle your customers with faster speeds and better performance to deliver rich, detailed insights, your product is in trouble

### SAAS COMPANY DATA PLATFORM REQUIREMENTS

# Create meaningful SaaS customer experiences with a high performance and reliable data infrastructure

To ensure a great customer experience, your SaaS product needs a data platform that can:

- Process vast amounts of data at lightning-fast speeds
- Avoid downtime at all costs
- Support thousands of simultaneous end-users with no impact on performance
- Ensure data richness, freshness, and accuracy by constantly ingesting massive data volumes in batch or real time
- Work out of the box with existing IT investments
- Offer predictable pricing to avoid surprises due to seasonality and other spikes

Following extensive testing of data warehouses and Hadoop-based solutions, we found that **Yellowbrick provided superior performance.**

**Matthias Baumhof**  
CTO, ThreatMetrix  
(LexisNexis Risk Solutions)

## CURRENT OPTIONS

# Status-quo options are dead ends



### Legacy data warehouses

Very expensive, inflexible, complex, hard to manage



### Hadoop-based data lakes

Slow and unreliable analytics at scale, complex, expensive to manage



### Cloud-only data warehouses

Expensive at scale, unpredictable costs and performance, not an option for many SaaS companies

## A NEW APPROACH

# Instead, Yellowbrick Data Warehouse is uniquely designed for the needs of SaaS companies

Legacy platforms are too old, inflexible, and expensive for SaaS companies. Plus, relying on public clouds is too risky. Instead, Yellowbrick provides:



**Unbeatable price/performance.** Yellowbrick offers performance 10X-100X that of alternatives, at a fraction of the cost.



**Compact, optimized instances.** Yellowbrick is designed from the ground up to take advantage of specialized hardware accelerators to demolish performance limits that other options can't break through.



**Natively real-time.** With Yellowbrick you can ingest streaming data at millions of rows/second or in bulk at 10TB/hour, while other workloads are running concurrently.



**Operational simplicity.** There are no manual indexes, partitions, or cubes to create for peak performance — it's all abstracted away or automated.



**Predictable pricing.** Yellowbrick is available with a simple, predictable monthly subscription for budget certainty.




**Rock-solid reliability.** Yellowbrick has no SPOF, is fault tolerant, and features advanced workload management that penalty-boxes poorly running queries.



**Industry-standard interfaces.** Yellowbrick plugs right into enterprise and open source ecosystems for easy migrations.



**Native auto-replication.** Yellowbrick lets you locate instances geographically close to your end-users, with data auto-replicated in near-real time everywhere.



Yellowbrick has turned out to be a **very fast, cost-effective, and reliable system**, enabling us to provide all our customers with richer insights more quickly.

**Nigel Pratt**

SVP Development, Symphony RetailAI

#### INDUSTRY USE CASES

## Yellowbrick delivers for any use case

Yellowbrick enables use cases across multiple industries:

- Threat detection and risk analysis
- Electronic commerce and payments
- Fraud detection
- Identity management
- Customer experience and customer insights
- Telecom analytics
- Health sciences analytics and electronic records
- Market research and analytics
- Supply chain and inventory analytics



## CUSTOMER SPOTLIGHT

# TEOCO

TEOCO (The Employee Owned Company) is a leading provider of analytics, assurance, and optimization solutions-as-a-service to the Telecom industry.

### Challenge

With the explosion of data from mobile devices and 5G on the horizon, maintaining good customer experience required a modern, scalable platform with much better price/performance than its legacy system.

### Results with Yellowbrick

After upgrading to Yellowbrick, TEOCO experienced:

- Faster, more accurate insights for their customers. With Yellowbrick's fast and consistent query speed, TEOCO can now provide richer insights about quality of service for its customers more quickly.

- Ingestion of more data for processing. With the ability to ingest up to 40 billion new records per day and process them immediately with no impact on overall performance, Yellowbrick enables much more granular revenue assurance for customers.
- Millions in data center savings. TEOCO expects to save as much \$5 million in data center costs over the next several years.

“With the power of Yellowbrick combined with our deep knowledge of the data and proprietary algorithms, **we will be able to produce insights** that have not been possible before.”

**Atul Jain**  
Chariman & CEO, TEOCO



## CUSTOMER SPOTLIGHT

# Symphony RetailAI

Symphony RetailAI helps retailers and CPG manufacturers drive profitable revenue growth through AI-enabled decision-making. Its customers include 15 of the world's 25 largest grocery retailers, thousands of retail brands, and hundreds of national and regional chains.

### Challenge

To uncover the insights that its customers require, Symphony RetailAI must continually ingest and analyze terabytes of customer data into its 700TB data warehouse environment. And in the fast-moving consumer goods industry, the company must turn those mountains of raw data into actionable insights and deliver them to customers as rapidly as possible.

### Results with Yellowbrick

Symphony RetailAI moved workloads from Netezza, Redshift, and 1010data to Yellowbrick, with results including:

- Faster, more accurate reports and queries to get richer insights to customers more quickly. When on Netezza,

Symphony RetailAI had to limit reports that were run up to 5,000 times daily to 10% data sets. Today, on Yellowbrick, the company is running those reports with 100% data sets and delivering them twice as fast.

- Freedom to deploy anywhere. Yellowbrick's small form factor lets Symphony RetailAI easily run workloads where its customers are, instead of shipping raw data and query results back-and-forth across the globe.
- Less data movement. The company is now delivering new insights to customers up to 12 hours faster each week by avoiding the need to move hundreds of gigabytes of data to the cloud before it can be queried.

**“Yellowbrick has turned out to be a very fast, cost-effective, and reliable system, enabling us to provide all our customers with richer insights more quickly.”**

### Nigel Pratt

SVP Development, Symphony RetailAI





## CUSTOMER SPOTLIGHT

# LexisNexis

As a global digital fraud detection and identity authentication service, one of the key business applications for ThreatMetrix, a LexisNexis Risk Solutions product, is an online portal serving over five thousand global brands, verifying more than 20 billion financial transactions each year.

### Challenge

LexisNexis was using a variety of technologies for data processing, including Greenplum and Apache Impala. But even with complex, hard-to-manage optimizations, those solutions were unable to respond interactively during busy periods in the face of growing data sets and more users.

### Results with Yellowbrick

After replacing Impala with Yellowbrick, portal end-users noticed performance improvements immediately; with most operations completing in seconds--and that's with 4X fewer nodes and 20X less memory than what was required by Impala.

- Faster, more accurate insights for customers. Even with real-time ingestion running in the background, LexisNexis can deliver richer insights to its customers, more quickly, and with fresher data.
- Far less time needed for management. Yellowbrick automatically reallocates resources to respond to spikes or unusual usage patterns, and performance tuning is no longer needed.
- Better customer experience. Downtime is no longer a concern, and with a Yellowbrick instance located in each global region, workloads can shift seamlessly between clusters when needed.

“Compared to other data warehouses and Hadoop-based solutions, **Yellowbrick Data provides superior performance.**”

**Matthias Baumhof**

CTO LexisNexis Risk Solutions

## Intrigued?

Find your biggest cloud data analytics challenge and invite us in for a Yellowbrick proof of concept. We'll show you how a Yellowbrick Data Warehouse with hybrid cloud architecture can give you the ultimate platform for ensuring the best possible customer experience.

[yellowbrick.com/go/book-a-demo/](https://yellowbrick.com/go/book-a-demo/)



660 W. Dana Street Mountain View, CA 94041 | USA | 1.650.687.0896

© 2021 Yellowbrick. All rights reserved. | [contact@yellowbrick.com](mailto:contact@yellowbrick.com) | [yellowbrick.com](https://yellowbrick.com)