

TEOCO DELIVERS PREVIOUSLY UNAVAILABLE INSIGHTS TO THE TELECOM INDUSTRY USING YELLOWBRICK DATA

For over 30 years, TEOCO (The Employee Owned Company) has been a leading provider of analytics, assurance and optimization solutions to the Telecom industry. They have over 300 communication service providers (CSPs) and OEM customers worldwide to whom they provide actionable intelligence about network quality of service and customer experience. TEOCO's expertise and value-add to their customers derives from three core competencies:

1. Handling the extremely large volumes of data that telecom carriers generate.
2. Applying TEOCO's deep industry knowledge and understanding of this data.
3. Developing algorithms that transform this raw data into actionable insights.

“

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, Chairman & CEO
TEOCO

EXPLOSION OF MOBILE DATA DRIVES NEED FOR FASTER INSIGHTS

With the explosion of data from mobile devices, maintaining accurate and timely information on consumer and network behavior is critical to a broad spectrum of the CSPs operations including network quality of service, fraud detection, and revenue optimization. Hand in hand with this explosion of data has been an ever-increasing dependence on - and expectations of - these devices and networks by consumers.

These factors drive the need for faster insights and decision making that, in turn, drives the need for faster data warehousing platforms to deliver these insights. Because of this, TEOCO is always looking for breakthrough data warehousing innovations; a need that became more crucial in late-2017, when IBM announced the end-of-life of many of the Netezza data warehousing appliances on which TEOCO depended.

A THREE MONTH POC COMPLETED IN A WEEK

As a result of this, TEOCO embarked on a project to evaluate next generation data warehousing solutions, an evaluation that included the latest solutions from established vendors such as IBM, to startups including Yellowbrick Data. TEOCO's proof-of-concept approach was an exhaustive, three-month process that, for most vendors, showed only modest performance improvements while revealing many issues around migration, data load and systems portability.

The exception to this rule was Yellowbrick Data. Although TEOCO only had a three-week window in which to complete their testing of Yellowbrick, due to Yellowbrick's data loading capabilities, overall performance and query compatibility, most of their testing was completed within a week enabling TEOCO to spend the next two weeks really pushing the limits of what Yellowbrick was capable of delivering.

40 BILLION ROWS OF DATA, 7,000 QUERIES

TEOCO's evaluation team led by Rick Mahuson, VP R&D, quickly realized the transformational potential of the Yellowbrick Data Warehouse to their business. Mahuson commented, *"Yellowbrick uses flash storage as memory and directly feeds the CPU meaning that IO is almost a non-issue. We routinely load 30 or 40 billion records a day, so load time is always important. Not only is Yellowbrick faster than anything else we've seen but, probably more importantly, it is able to load data without an impact on query performance"*.

\$5 MILLION IN DATA CENTER SAVINGS

As a result of these tests, TEOCO committed to become one of Yellowbrick's first customers and is rolling out the Yellowbrick Data Warehouse platform to support their existing customers. One of the consequences of this decision is that, because Yellowbrick has a dramatically smaller data center footprint and power consumption than traditional data warehousing systems, TEOCO expects to save as much \$5 million in data center costs over the next several years.

"So you have this massive down-scaling of the footprint, whilst you're massively increasing the performance of the equipment - that is an industry game changer." **Jurie Roux, Product Manager, TEOCO**

DELIVERING PREVIOUSLY UNAVAILABLE INSIGHTS TO THE TELECOM INDUSTRY

As a company, TEOCO prides themselves as being on the forefront of new and innovative solutions, and on their ability to bring these solutions faster to market than anybody else. TEOCO's Chairman and CEO, Atul Jain, said, *"Our customers count on us to bring innovative and path-breaking solutions to them. Through our partnership with Yellowbrick, we feel that we have yet another advantage to bring to the table to the Telecom industry. We feel that 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."*

ABOUT YELLOWBRICK DATA

Yellowbrick Data empowers companies to make faster decisions with all of their data. Built for enterprises and the hybrid cloud, the Yellowbrick Data Warehouse deploys powerful analytics anywhere, with best in-class economics. Find out what you can achieve today at www.yellowbrickdata.com

“

As part of our testing work, we took a month's worth of BusinessObjects queries that one customer had run, about 7,000 queries. We replayed them first in the Netezza system and then in Yellowbrick. Yellowbrick was three to five times faster, and probably just as significantly, they all ran to completion and produced the same results with virtually no tuning.

— Rick Mahuson, VP R&D
TEOCO