Hear why real customers chose Yellowbrick

Don’t Take Our Word For It

Yellowbrick

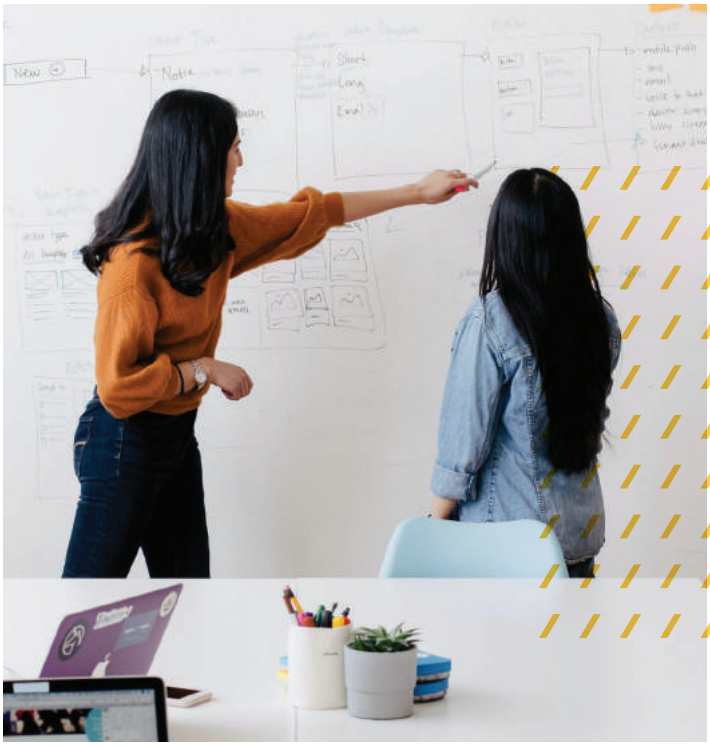
Yellowbrick

Introduction

Yellowbrick Cloud Data Warehouse is a new breed of analytics platform.

Designed to run complex mixed workloads and support ad-hoc SQL while computing correct answers on any schema, Yellowbrick offers massive scalability and supports vast numbers of concurrent users. This means our clients gain deeper, more meaningful insights into their customers more quickly than ever before possible, setting us apart from other cloud data warehouses (CDWs).

In fact, Yellowbrick's Net Promoter Score (NPS) of 87 points easily outranks Snowflake's 35 points, and our clients' high level of trust in our services shines through in our strong customer satisfaction and retention rates. Check out our customer's stories to see how we've increased data warehousing and querying speed, efficiency, and affordability for clients working to support a host of industries:



"We believe in creating a true partnership with our customers and we've made that belief the foundation of our culture. At Yellowbrick we don't just help businesses succeed, we also help people to succeed."

- Jason Snodgress, COO

Symphony RetailAI experiences faster, more accurate data processing

Symphony RetailAI serves the ever-changing consumer goods industry. That means they need to transfer terabytes of raw data to their 700 TB data warehouse and quickly convert it into easily digestible information for their consumers.

In 2018, Symphony RetailAI began searching for a platform to reduce query times, minimize data turnaround, and increase customer growth. Other companies like IBM Netezza, AWS Redshift, SQL Server, Snowflake, Google BigQuery, and 1010data had high price tags and required significantly more time for cube build processes. They simply couldn't provide the timely, affordable services Symphony RetailAI needed.

Symphony RetailAI ultimately chose Yellowbrick because neither Snowflake nor Google BigQuery could offer predictable price or performance.

For instance, one vendor guaranteed on-demand scalability. However, that meant subjecting customers to unacceptable 12- to 15-second delays at a cost 4X the amount of Yellowbrick to keep instances running continuously.

After migrating all workloads from their previous data warehouses to Yellowbrick, Symphony RetailAI achieved the following performance gains:

10X faster queries at a fraction of the cost

10X more accuracy

12 hours-per-week reduction in data processing time

> *"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

Key Results

01

More accurate and accelerated reports and queries to obtain richer insights for customers 3 to 5X faster. Netezza could only produce 10% data sets on a daily basis while Yellowbrick could generate 100%.

02

Easy deployment of workloads directly to customers instead of exporting raw data and query results across the globe. These streamlined processes that reduced data movement allowed customers to view insights 12 hours faster each week.

03

Easy and fast migration to Yellowbrick's platform with few, if any, modifications.

TEOCO saves millions of dollars after switching to Yellowbrick

TEOCO (The Employee Owned Company) is a leading provider of telecom industry analytics and optimization solutions. The company provides intelligence about revenue assurance, network quality, and customer experience to more than 300 providers and customers. In addition to managing mountains of data for their clients, TEOCO also develops algorithms to transform raw data into actionable insights.

With these game-changing responsibilities in mind, TEOCO constantly strives to improve data warehouse innovation. They were among the first to adopt IBM Netezza. However, TEOCO eventually required a more modern alternative with increased performance and affordability.

In 2017, TEOCO evaluated several data warehousing solutions and quickly discovered Yellowbrick's superiority in the areas of migration, data load speeds, query compatibility, and system portability.

As a result, TEOCO experienced the following gains by switching to Yellowbrick:

Accelerated queries at one-fifth of the cost even as concurrency increased

40 billion new rows ingested daily with no impact on performance.

> *"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

Key Results

01

100X faster queries with Yellowbrick.

02

Query completion with virtually no fine-tuning.

03

$5 million in projected savings for data center costs over the next several years.

Catalina sees 182X better performance with Yellowbrick over Netezza

Catalina Marketing is the industry leader in consumer intelligence as well as in targeted in-store and digital media. The company delivers an annual $6.1 billion in consumer value by pairing its exceptional analytics and insights with the richest buyer-history database in the world. To fulfill its mission, Catalina processes terabytes of data, transforming it into meaningful results so companies can optimize media planning to increase consumer engagement.

In the past, IBM Netezza supported Catalina's data warehouse but, over time, Netezza started to lose traction as Catalina required more speed and efficiency. Catalina's complex extract, transform, and load (ETL) processes required nightly conversions to produce data sets for querying and reporting. Plus, Catalina's team of about 100 data scientists used advanced analytics and data-mining tools to execute large, ad hoc queries for a variety of customers.

"It was an unsustainable environment in which we weren't able to finish our data loads because we had 15 to 20 queries running at any given time," explains Luis Velez, data engineering manager at Catalina. "Every day, it was getting a little bit worse."

"Sometimes queries took hours, and other times they were simply killed so ETL processes could run," says Aaron Augustine, executive director of data science at Catalina.

To achieve optimal results, Catalina incorporated Yellowbrick into its system, dividing the computing workload in half between the two platforms. Netezza would handle data processing, while Yellowbrick supported the consumption of processed data. During a three-week Proof of Technology (POT) exercise, Catalina found Yellowbrick's single 10U, 30-node system performed 182X better than Netezza's 8-rack, 56-node Mako system. Catalina switched immediately.

Key Results

01 **Queries completed within seconds** that formerly took 30 minutes or never reached fruition.

02 **Increased computing capacity** that enables the analytics team to more quickly produce information for targeting solutions, optimizing engagement, and producing effective advertising, promotions, and multichannel campaigns.

03 **Opportunities to transport computer workloads to the cloud** via Yellowbrick's hybrid cloud architecture.

LexisNexis customer satisfaction increases after switching to Yellowbrick

LexisNexis helps customers detect and diminish digital fraud and confirm identities worldwide through its online portal. Benefiting over 5,000 global companies, the online portal helps verify more than 20 billion financial transactions annually. Its services allow customers to query a 300TB multi-tenant database over 25,000 times daily while ingesting up to 1TB of new data each day in real-time. Additionally, hundreds of users can generate queries simultaneously. Some instances are particularly complex, such as assessing over six months of data stored throughout millions of records.

The platform previously used technology from Greenplum Database and Apache Impala, but those options fell short during high-traffic periods of increased data and users. Some customers experienced three-minute wait times for queries, while others grew impatient after frequent, unpredictable Impala outages.

LexisNexis replaced Impala with Yellowbrick, and customers immediately experienced performance improvements. Even with 4X fewer nodes and 20X less memory than Impala, users reported most operations completed in seconds or even milliseconds.

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

– Matthias Baumhof, CTO of LexisNexis
Risk Solutions

Key Results

01

Accurate, fresh data and 3X faster queries at a fraction of the cost.

02

Automatic responses to usage spikes requiring less overall performance tuning from customers.

03

Limited downtime as a result of global instance locations.

04

Rapid completion of proof of concept in only 11 days.

Melco receives 4X more data at less cost with Yellowbrick

Melco Resorts & Entertainment is one of the world's largest casinos and integrated resort operators with an annual revenue of over $5 billion. As part of their "Customer 360" initiative, Melco compiled data from multiple customer touchpoints to produce data-driven insights. These insights would help Melco drive marketing messages of loyalty and trust to their customers in hopes of increasing company revenue and profitability.

Unfortunately, Melco's legacy SQL Server data warehouse with a Hadoop-based data lake wasn't up to par. The SQL Server was too slow to handle multiple users. Plus, performance slowed even more when concurrent users attempted to access the same dataset. Due to this inefficiency, Melco couldn't process data quickly enough to build accurate customer models and successful marketing campaigns.

After researching other providers, Melco selected Yellowbrick because of our ability to transform data into high-performance analytics. Moreover, Yellowbrick worked well with Hadoop and existing tools to provide a smooth transition for end users.

“Yellowbrick allows us to tailor meaningful solutions for our clients and analyze preferences and behaviors across millions of data points in real-time.”

- Jonathan Ozark, Executive Vice President and Chief Strategy and Analytics Officer
Melco Resorts & Entertainment

Key Results

01

Faster load times for complex dashboards and analytic data structures.

02

Fast and reliable service to concurrent users with additional space to support user growth.

03

Easily accessible data as a result of Yellowbrick’s accelerated ingestion and ability to immediately query new data.

04

Ability to analyze 4X more data to build more targeted campaigns and more effectively monetize seasonality.

05

Queries that are up to 300X faster, significantly reducing process time and execution.

Achieve vital success points with Yellowbrick

Your company needs all tools and technologies working in concert to achieve success. Fast, effective systems that complement time-management practices are crucial to making the most out of every employee hour. High-level data collection and processing that provides rich, detailed analytics can ensure your marketing campaigns strategically target your ideal customers and encourage conversion. To top it off, you need affordable products that meet your criteria and then some.

After switching to Yellowbrick, our customers have seen dramatic gains in efficiency:

- **Streamlined processes**
- **Faster query times**
- **Minimized data turnaround time**
- **Richer, more accurate data**
- **Increased customer growth**
- **Affordable pricing with fixed-rate subscriptions for any deployment**
- **No hidden fees or quotas**
- **Predictable and reliable performance**
- **Compatible with other components and applications**
- **Highly capable system portability and accessibility**
- **Innovative solutions**
- **Little to no performance tuning**
- **Ability to support a multitude of concurrent users**

Enjoy quick, easy, and supportive migration

At Yellowbrick, we're ready to provide you with simple, swift migration services. We complete most migrations in weeks, not months. Our 15-day proof of concept performance and operational testing period allows you to confirm Yellowbrick is the right fit for your company. During this time, we'll work closely with you to understand requirements and scope a POC in your data center or in the cloud—whichever you prefer. We'll set up a test instance, migrate your data, and integrate all necessary applications.

Since Yellowbrick is based on PostgreSQL, the world's most advanced open-source database, and natively supports stored procedures, it works out of the box quickly. Our data solutions are also compatible with common industry tools, such as Tableau, MicroStrategy, SAS, and Microsoft Power BI, as well as Python and R programming languages. Coupled with one day of setup and one week of testing, your team will be able to hit the ground running almost immediately.

Additionally, our broad partner network can help plan your transition, understand your data flows, and manage cutover with purpose-built tools and consulting services, so you can migrate from any platform.

Yellowbrick

Test-drive our products

Try Yellowbrick Cloud Data Warehouse free for seven days. This includes the new Yellowbrick Manager feature for developers and analysts:

- Create and manage databases and users on a single-node instance.
- Easily load your own data, or use sample data and queries for a trial run.
- Create and run queries in your browser using a rich SQL editor or your own tools.
- Take advantage of 12x5 support.

Produce analytics 10X to 100X faster, and access insights with unprecedented speed at reasonable prices without sacrificing quality. Our platform supports thousands of concurrent users—10X more than other leading CDWs.

Learn more about how to make Yellowbrick work for you through our resource center featuring podcasts, videos, how-to's, e-books, and a multitude of briefs and whitepapers. Our blog features informative articles to inspire your analytical processes and keep you current on company and industry news.

Book a free demo to learn how to shrink your data warehouse footprint as much as 97% while saving millions in operational and management costs.