

# EXECUTE REAL-TIME BIDDING LOG AND IMPRESSION ANALYTICS AT HYPERSCALE

Every day, Real-Time Bidding (RTB) platforms produce petabytes of log and impression data. Analyzing this information is key to making good advertising decisions and optimizing bidding operations. Historically, developing and maintaining solutions for this analysis was expensive and technically challenging. Ociant is here to change that. Our hyperscale data analytics solutions are reliable and easy to integrate, designed specifically for large data sets and complex queries, and priced well below the competition.

**Get results in interactive time** on petabytes of bidder log data for even the most complex campaign strategies.

**Improve return on ad spend** with deep insights into ad performance and an extended lookback window.

**Maximize yield on inventory** with timely, full-resolution insights into consumer behavior.

**Introduce new features** like forecasting or self-service campaign troubleshooting by building solutions directly on high resolution bidder log data.

**Build advanced analytics and sophisticated queries** without developing additional data science infrastructure.



**When I first saw what Ociant could do, the number of systems I **wouldn't** have to build just blew my mind. We got faster performance, lower cost, and had less to maintain."**

*– CTO, Ociant AdTech Customer*

## Superior Performance At Scale So You Can Make Fast, Fully-Informed Business Decisions

**Ease of use.** Ociant leverages ANSI SQL for easy-to-implement ad hoc queries and simplified onboarding for new users.

**Built-in integrations.** The Ociant Hyperscale Data Warehouse supports JDBC, ODBC, Python and Spark drivers for quick and easy integration with any BI tool, data processing framework or visualization solution.

**Fast, powerful queries.** Ociant's out of the box stream loading and transformation ensures that complex, semi structured and structured data types are transformed to relational format at up to a terabit per second, which facilitates near-immediate querying so you can get the answers you want with the speed you require.

**Seamless support for growing data sets.** Ociant's Compute Adjacent Storage Architecture™ scales to support the analysis of trillions of data points and petabytes of data.

## CASE STUDY

# Ocient Replaces Apache Spark on Databricks, Accelerating Customer Productivity While Cutting Costs in Half

## Business Challenge

A leading DSP wanted to gain a competitive edge by evolving their batch, sketch-based approach to campaign forecasting. However, a complex data pipeline, the need for a large developer investment and high ETL costs made extending their application difficult.

## Ocient Solution

Ocient replaced costly Spark processing jobs and ETL steps with a single, unified platform that streams and transforms data at ingest. Ocient deployed the system as a fully-managed service, saving the customer precious internal engineering resources and accelerating time to productivity by 4 months. In addition to streamlining the customer's analytics flow, rapid development on top of Ocient will enable the development of new capabilities without a heavy data engineering investment, open the door for new and innovative features, and drastically decrease time to market.

## Key Results

- **2-5x multi-PBs more data** analyzed in interactive time
- **50% immediate cost savings**
- Deployed a petabyte-scale application with **20% of the data engineering resources** required for similar jobs
- **Retained key customer accounts** by delivering more accurate campaign forecasting and a better return on ad spend (ROAS)

## Accelerate time to market without adding resources

Let Ocient take on the heavy lifting of architecting your next hyperscale data analytics solution. From pilot to production, Ocient's tailor-made solutions are fully operational in months, saving customers precious time and data engineering resources. Plus, our detailed cost savings analysis will demonstrate our business value and ability to realize ROI in record time.

Create custom schema, queries,  
& ETL workflows

Loading, concurrency &  
performance testing

Training, onboarding &  
GO LIVE



Prototyping,  
migration planning

Production deployment  
review, acceptance test

**Ready to See Ocient in Action?**

Contact us for a demonstration or a cost savings analysis: [sales@ocient.com](mailto:sales@ocient.com)

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