

# CAPTURE THE FULL POTENTIAL OF LOG-LEVEL ADTECH DATA IN NEAR REAL TIME

AdTech server log data has the potential to deliver an enormous amount of business value, but ingesting, aggregating and querying this non-stop firehose of data while it's still fresh can be both costly and complex. Supply Side Platforms (SSPs) that fail to analyze the entirety of this data in a timely manner risk leaving money on the table for their customers – and compromising their own market share in the process. Ociant eliminates this risk by enabling SSPs to analyze massive amounts of complex log-level data in near real time, delivering comprehensive campaign analytics without compromise.

## Ociant enables SSPs to:



## So your customers can:

- **Reduce costs by up to 80%** when you replace your legacy infrastructure with an Ociant system
- **Use fewer compute resources** to perform complex tasks and store a roll-up of all data as an object
- **Streamline operations** by eliminating redundancies in your solution stack
- **Empower more users** by democratizing data access across the enterprise
- **Optimize campaign performance** with actionable insights from full-resolution datasets in near real time
- **Access a pre-aggregated view** of the data that can be manipulated and revisited
- **Improve decision making** by analyzing both current and historical data in a single place
- **Increase business agility and responsiveness** by executing multiple powerful queries in near real time

## CASE STUDY

### Business Challenge

With its log-level processing environment growing in size and complexity, a leading AdTech SSP was finding it increasingly difficult to ingest and aggregate data to present to end users in real-time dashboards. The company needed a way to meet customer requests for additional data points and reporting metrics without adding resources or scaling up maintenance requirements.

### Ociant Solution

Ociant delivered a powerful solution for data ingest, data transformation, and streamlined aggregation, along with a methodology for simplifying the company's multi-faceted analytics processing environment. This included direct, continuous file loads from Amazon S3, native data transformation processing of a complex data model, and workload management to support the demands of concurrency and variable reporting SLAs. Ociant's support for TimeKey® clustering and optimized data clustering rounded out the solution, streamlining the company's end-to-end log-level aggregation processing and reporting.

### Key Results

- Reduced overall time-to-queryability for reporting dashboards
- Streamlined operations with native ingestion and data transformation, replacing three disparate solutions with an all-in-one Ociant system
- Reduced costs by eliminating need for multiple vendor licenses
- Fully-managed solution enables the organization to focus resources on new business objectives

# The Ociant Hyperscale Data Warehouse: A Platform Built for Hyperscale



## Accelerate

**Load terabits of data per second** of raw data from first-, second- and third-party resources.

**Improve query speed by up to 100x** thanks to support for comprehensive indexes including TimeKey® clustering.



## Optimize

**Transform, store, and analyze up to 50x more data** with a database optimized for NVMe solid state drives.

**Reduce your storage footprint by up to 80%** thanks to Zero Copy Reliability™. Consolidate more data on a single platform with our approach to data compression.

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## Ociant Customer Solutions and Workload Services: An Easier Way to Get Started

**Workload Design & Delivery** — we partner with you to understand your entire workload and desired end state, then deliver a full technical spec, validation and documentation.

**Platform Migration & Policy Development** — we model and plan for hardware, software, labor, and facilities, execute full re-platforming or migrations with clear timelines, and develop or amend organizational policies.

**System Sizing & Footprint Optimization** — we optimize hardware and cloud sizing, maximize compression, and deliver data durability without replication.

**ETL/ELT Flows & Data Integration** — we consolidate or sunset standalone ETL environments and landing zones, reducing data movement, copy, and cloud extract costs.

**Pilot-to-Production Solutions Engineering** — from MVP to full production deployment, we design, prototype, test, and validate a fully operational solution that is ready for deployment in weeks to months.

**Solutions Deployment & Legacy Retirement** — we deploy your new production solution and sunset your legacy environment with zero downtime or operational impact.

## Ociant Management Services: Lighten the Load

Whether you deploy the Ociant Hyperscale Data Warehouse on premises, on cloud, or on OciantCloud™, let our team of experts manage your deployment, delivering workload optimization and 24/7 monitoring so you can focus on more pressing business priorities. With Ociant Management Services, you'll get expert help with software installation, upgrades, and more.

**Ready to See Ociant in Action?**

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



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