

# eXelate Accelerates Global Data Delivery and Real-Time Application Deployment

“Fast big data” solution combines Internap’s bare-metal cloud with Aerospike’s real-time NoSQL database

## Challenge

eXelate sought a real-time, low-latency cloud platform and a high-performance database solution for real-time data delivery and analysis to meet massive scale demands of between six to seven billion events per day at a reasonable cost. The right solution would need to accommodate scalability, real-time performance, including 50/50 balanced reads/writes and real-time replication across four data centers worldwide.

## Solution

eXelate runs Aerospike real-time NoSQL databases on Internap AgileSERVERs in four global data centers. Performance IP service makes optimal routing decisions to improve network efficiency.

## Key Benefits

### FEWER SERVERS AND IMPROVED PERFORMANCE

Internap AgileSERVERs deliver up to **8x better performance** than virtual environments. Aerospike’s hybrid NoSQL database allows eXelate to use at least **12x fewer servers** than in-memory database solutions with lower storage capacity.



### INDUSTRY

Online data analytics

### CHALLENGE

High-performance cloud platform and database solution for real-time data delivery and analysis

### SOLUTION

- Internap AgileSERVERs
- Aerospike NoSQL databases
- Global colocation services
- Performance IP™

### RESULTS

- Better performance and fewer servers
- Significant cost reduction
- Scalable infrastructure
- Improved network efficiency and hybridization of colocation environment
- Smaller data center footprint and reduced IT equipment power consumption

## SIGNIFICANT COST REDUCTION

The combined capabilities of Internap AgileSERVERs and the Aerospike database allow eXelate to use less servers and IT equipment. Traditional SQL database systems would cost orders of magnitude more in equipment and software to achieve the volumes processed by eXelate, and the additional costs could negate the eXelate business model.

## SCALABILITY

Additional servers can be self-provisioned as needed to accommodate changes in volume.

## IMPROVED NETWORK EFFICIENCY AND HYBRIDIZATION

Internap's route-optimized Performance IP service with Managed Internet Route Optimizer™ (MIRO) technology chooses the fastest route based on latency, packet loss and stability, resulting in low latency and high network availability. Hybridization of colocation environment with AgileSERVERs allows integration across application tiers and distributes workloads to the optimal environment.

## SMALLER DATA CENTER FOOTPRINT

As a result of requiring fewer servers and less IT equipment, eXelate uses **25% less data center space** and **40% less IT equipment power**.

## About eXelate

eXelate is the smart data company that powers smarter digital marketing decisions worldwide for marketers, agencies, platforms, publishers and data providers. eXelate's smart data platform provides accurate, actionable, and agile data and analytics on online household demographics, purchase intent and behavioral propensities.

To do so, eXelate collects directly measured online data from hundreds of websites and distribution partnerships with information leaders such as Nielsen, MasterCard Advisors, and Bizo, among others. Then eXelate uses the data to make online, offline, and custom modeled data sets actionable across 800 million online consumers worldwide.

“Combining the cost-effective, high performance of Internap's bare-metal cloud and Aerospike's NoSQL database, we were able to accomplish programmatic scaling of our infrastructure to support one trillion real-time data transactions monthly for more than 200 marketers and publishers worldwide – giving us an edge to compete in today's high-speed, data-driven Internet economy.”

-ELAD EFRAIM  
Chief Technology Officer, eXelate

AEROSPIKE