

DATA INTEGRATION

CUSTOMER STORY

DomainPower

Enables Big Data Analytics in the Cloud with Qlik® and Amazon Redshift



CUSTOMER STORY

“Qlik (Formerly Attunity), within minutes, allowed us to load and sync real-time data changes from MS SQL to Amazon Redshift, saving our team months of development work.”

- JEREMY KAYNE, COO, DOMAINPOWER

DomainPower is the leading real-time bidding exchange connecting online advertisers to rich native advertising inventory. Given the high volume of its transactional data, DomainPower decided to explore an Amazon Redshift data warehouse to support its business. Read this case study to learn how Qlik quickly loaded the data and offered real-time data synchronization between their on-premises databases and Amazon Redshift.

The Business Challenge: Real-time Data in Data Warehouse in the Cloud

Given the volume of transactional data derived from its online auctions, DomainPower recognized that it needed a data warehouse for analysis of market trends related to its supply inventory and the value of advertising. The DomainPower team decided to explore Amazon Web Services, but the daily source data changes proved to be a challenge. Daily batch data updates between DomainPower’s on-premises Microsoft SQL Server system and an Amazon Redshift data warehouse would not meet the business needs. This represented an obstacle to using Amazon Redshift, since keeping the environments in sync might require significant development effort and ongoing maintenance. DomainPower knew that to make the Amazon Redshift data warehouse work for their needs, they needed fast data loading and near real-time change data capture (CDC) to keep the Microsoft SQL Server database and Amazon Redshift in sync.

Qlik and AWS: A Better Solution Together

Qlik Data integration proved to be easy to set up and deploy and to maintain true data integrity. Key aspects leading to the success of the project included:

- Qlik’s ease-of-use approach saved the DomainPower team considerable money. Initially when the company investigated Amazon Redshift, they expected to hire a midlevel DBA to manage the process full-time. This was anticipated to cost around \$6,000 a month, plus front-end project development work and ongoing maintenance. Qlik’s intuitive user interface eliminated development, consulting, and professional services costs, resulting in an estimated annual savings of nearly \$60,000.
- DomainPower was able to get the Amazon Redshift project up and running faster than initially expected. By using Qlik, DomainPower found that they could implement an Amazon Redshift data warehouse three months sooner than they had anticipated. Faster speed to market provided quick time to value for the company.
- Qlik customer service was highly responsive. The excellent support enabled DomainPower to work swiftly towards its successful data loading and near real-time synchronization of information.

DomainPower Sets Up a Trial of Qlik Data Integration through the AWS Marketplace

DomainPower decided to conduct a free trial of Qlik software which they found on the AWS Marketplace. The trial proved that it was possible to load transactional auction data to Amazon Redshift while keeping referential customer data and supply inventories continually in sync with the data in Microsoft SQL Server. Predictive analytics were run in Amazon Redshift using queries built by DomainPower, then summary analyses were sent back to the online trading application at regular intervals.

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About Qlik

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Qlik provides an end-to-end, real-time data integration and analytics cloud platform to close the gaps between data, insights and action. By transforming data into Active Intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.

qlik.com