

DomainPower Enables Big Data Analytics in the Cloud with Attunity and Amazon Redshift

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 Attunity 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.

DomainPower Sets Up a Trial of Attunity through the AWS Marketplace

DomainPower decided to conduct a free trial of Attunity 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.

ATTUNITY AND AWS: A BETTER TOGETHER SOLUTION

Attunity software 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:

- Attunity's ease-of-use approach saved the DomainPower team considerable money. Initially when the company investigated Amazon Redshift, they expected to hire a mid-level 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. Attunity'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 Attunity, 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.
- Attunity 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.

"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

ABOUT ATTUNITY

Attunity is a leading provider of data integration and Big Data management software solutions that enable access, management, sharing and distribution of data across heterogeneous enterprise platforms, organizations, and the cloud. More information can be found at www.attunity.com.