Turning the big data flood into a business advantage

EXASOL drives growth internationally, helping customers cut decision-making time for their clients and increase sales with world's fastest in-memory database appliance

Customer profile

EXASOL

Company	EXASOL
Industry	Technology
Country	Germany
Website	www.exasol.com/en

Business need

With decision-making time meaning the difference between success and failure, EXASOL wanted to drive sales of its world-leading in-memory database solution.

Solution

Working with Dell OEM Solutions and Dell PowerEdge servers with Intel® Xeon® processors, the firm developed the EXASOL appliance for companies such as Webtrekk, turning insight into action in near real time.

Benefits

- Drive international sales with world's fastest in-memory database
- Help customers such as Webtrekk reduce clients' decision-making time
- Enable Webtrekk customers to optimise digital marketing campaigns
- Spark greater service with fulfilment times of less than a week with Dell OEM Solutions
- Cut troubleshooting times by 30 per cent with responsive support

Solutions at a glance
- OEM Solutions
- Servers
- Networking
- Client Solutions
- Enterprise Deployment

"Given the fact that EXASOL is easy to maintain and offers excellent scalability, we have found an analytical database system that accompanies our growth and does not slow us down."

Norman Wahnschaff, CTO and Co-Founder, Webtrekk

Data growth changed things. Suddenly humans no longer had the capacity to make great business decisions based on the information available. There was just too much of it. Then data analytics came to the rescue, and executives could finally take big data apart.

Today, analytics is critical and companies such as EXASOL are bringing near real time in-memory database analytics to a world where decision-making time is more valuable than ever.

EXASOL, headquartered in Germany, has created the fastest database in the world, with its in-memory database solution to analyse data. EXASOL developed the solution over a number of years. In 2010, the company worked with Dell OEM Solutions to redesign it's appliance based on Dell servers and networking.

The world's fastest in-memory database performance
In 2014, Transaction Processing Performance Council benchmarking determined that EXASOL delivered the fastest in-memory performance in the world. To be precise, 140 times greater performance than its nearest competitors Oracle and HP. This status played a big role in driving sales internationally. At the time, EXASOL stakeholders said: "The collaboration between EXASOL and Dell OEM Solutions is helping us successfully expand in Europe, the U.S. and across the rest of the world."

Meeting the needs of customers worldwide
With the confirmed performance of the EXASOL solution, the company has been helping its customers reduce decision-making time. Webtrekk, a leader in digital marketing solutions, turned to EXASOL to help its customers analyse big data. It operates in a highly competitive market where customers look for unique selling points. Norman

Wahnschaff, CTO and Co-Founder of Webtrekk, says: "We needed a solution capable of processing raw data in near real time to ensure customers weren't kept waiting for reports."

Using in-depth analytics to optimise digital marketing campaigns
Webtrekk decided to put the EXASOL solution at the heart of its marketing automation technology, tailoring it to meet its specific requirements. EXASOL offers its in-memory database on a customisable Dell OEM Solutions platform. The in-memory database runs on EXASOL-branded Dell PowerEdge R730XD servers with Intel® Xeon® Processor E5-2690 v3, operating in a cluster. A separate EXASOL-branded Dell PowerEdge R320 server with Intel Xeon processor is used as a management controller per cluster.

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>
> *Mathias Golombek, CTO, EXASOL*

Products & Services

Services
Dell OEM Solutions
Dell Support Services – Dell ProSupport with Next Business Day Onsite Service
Dell Configuration Services
Dell Financial Services

Hardware
Dell PowerEdge R730XD/ R320 servers with Intel® Xeon® Processor E5-2690 v3
Dell Networking S4810/ N4000/N2000 switches

Mathias Golombek, CTO of EXASOL, says: "Because we work with Dell as our single solution provider, we ensure maximum compatibility across the appliance. This in turn drives greater performance and reliability for our customers."

For large clusters, EXASOL also recommends Dell Networking S4810P switches, which offer 48 ports and 10 gigabit Ethernet connectivity. Furthermore, for smaller clusters, the company advises using Dell Networking N4000 and N2000 Series switches depending on the size of the infrastructure. Golombek says: "The performance of all our Dell Networking switches has been excellent. Plus, we have a range of switching solutions to meet the needs of each customer."

Webtrekk uses EXASOL, based on EXASOL-branded Dell PowerEdge R730XD servers with Intel Xeon processors, running Linux. It also installed a single EXASOL-branded Dell PowerEdge R320 server with Intel Xeon processor for management and used existing switching technology. Beside the analytical database from EXASOL being able to process complex data, the cluster also supports Couchbase and MongoDB database software.

Helping Webtrekk customers reduce their decision-making time

Today, Webtrekk promises customers the fastest in-memory database available to crunch the big data, maximising their marketing activity and driving sales. "We can offer customers the reliable performance to optimise their digital marketing, merging together meaningful data to give a new perspective on marketing and sales," says Wahnschaff.

He adds: "Given the fact that EXASOL is easy to maintain and offers excellent scalability, we have found an analytical database system that accompanies our growth and does not slow us down."

Maximising performance, minimising management time

From a management perspective, Wahnschaff says the solution from EXASOL powered by Dell OEM Solutions is cost-effective. Because the solution comes comes already configured, deployment is simple. He comments: "We save significant amounts of time with EXASOL, because it's ready to use out of the box. We can just set it up and go."

EXASOL counts on Dell

Besides using Dell technology in customer solutions, EXASOL powers its own systems using Dell servers and switches, and personnel meet their business goals using a combination of Dell OptiPlex 7010 and Dell XPS 27 Touch All-in-One desktops with Intel® Core™ processors. The company also used Dell Financial Services to help develop its IT in a way that's more cost-effective and better meets the budgeting needs of the company.

Comments Golombek: "We see a lot of value in having a one-stop shop, end-to-end provider for all of our IT. By working with Dell and Dell OEM Solutions, our personnel and our customers can be at their best."

He continues: "Our customers know there simply isn't a better solution out there from a technological point of view. Our Dell-based EXASOL appliance is tried, tested and guaranteed to work optimally day in, day out."

Increasing productivity, fulfilling orders faster

The relationship between EXASOL and Dell OEM Solutions is about to enter a new era. It'll see customers gain their EXASolutions faster and EXASOL reduce its shipment costs. The company is about to start using Dell Configuration Services, which will load the EXASOL software onto the EXASOL-branded Dell PowerEdge

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Mathias Golombek, CTO, EXASOL

R730XD servers with Intel Xeon processors and ship the appliances directly to customer sites. Golombek says: "Customers will be able to get their orders in less than a week. We estimate that Dell Configuration Services will save us around one hour per appliance in controller configuration and BIOS setting time. Imagine you're configuring a solution comprising 10–15 nodes – that's saving a member of our staff more than a day's work. They can now use that time to focus on product development."

Going the extra mile and reducing troubleshooting time by 30 per cent
The high rates of customer satisfaction for the in-memory database extend to the post-sales support service. EXASOL customers have a three-year contract for Dell ProSupport with Next Business Day Onsite Service for their appliances worldwide as standard. They can also change the level of support to a

more responsive level of service if required. The great thing for EXASOL is that because the appliances are preconfigured, any troubleshooting is much more efficient.

Golombek believes customers save up to two hours of troubleshooting time because Dell ProSupport can get to the heart of any issues fast. "We calculate that troubleshooting and time to resolution is around 30 per cent quicker thanks to appliances being preconfigured and backed by Dell ProSupport," he says. "From an EXASOL customer perspective, this is a very powerful metric. It goes to highlight our efficiency from start to finish – our speed of fulfilment, the world-leading performance of our appliance and our rapid support response. Our partnership with Dell and Dell OEM Solutions supported by Intel technology goes from strength to strength."

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