Fast Data Goes Mobile with AsianInfo

Whan Big Data Isn't Enough

Data is everywhere in today's ultra-connected world. As data management technology continues to evolve, so too must the businesses that relyon data to maintain competitive advantage. Data's true value lies in a company's ability to create competitive advantage by collecting and analyzing data in real time to drive business decisions. Therefore, to get the greatest value out of their data, companies need to turn to an emerging segment of Big Data: fast data.

Fast data applications use streaming data with real-time analysis and decision-making to make applications more personal, interactive and engaging. This is especially important for the fast-paced, extremely competitive mobile sector, where consumers and customers expect rapid results.

Situation Snapshot: Mobile Redefines "Rapid"

AsiaInfo is a leading software and services company that provides innovative solutions to the telecommunications industry. Its Big Data analytics product — Veris C3 — uses a real-time data feed to deliver up-to-date, actionable information operators can use to optimize their customers' experience of mobile marketing campaigns. When real-time insights provided by Veris C3 stream in, operators can get the most accurate representations of mobile users' activities, and then make rapid, intelligent decisions to interact with them accordingly.

Even before product development began on Veris C3, AsiaInfo knew it needed fast data capabilities to provide mobile operators with extensive customer insights that would enable them to monetize their services. AsiaInfo turned to VoltDB, an in-memory operational database and the leader in fast data. With VoltDB's fast data capabilities, AsiaInfo gained the ability to harness vast amounts of streaming data from mobile users in real time. This enabled the company to produce the necessary insights for telecom operators to deliver better experiences and more value to customers.

VOLTDB

In The Field: VoltDB Provides Critical Decision-Making Data (Exactly When It's Needed)

VoltDB equips Veris C3 with real-time matching and processing of fast-moving data, with unlimited scalability. These fast data capabilities allow Veris C3 to perform more than 500,000 transactions per second and draw valuable insights in real time using powerful SQL queries — all with an affordable and scalable solution that supports high availability.

Unlike other Big Data analytics solutions, Veris C3 is a Big Data appliance, which includes everything packaged in a single box — hardware, software and databases. An essential component of Veris C3 is the Context Awareness Engine, which uses VoltDB to handle the data necessary for operators to make rapid, strategic decisions and market to customers.

Today's mobile marketing industry requires the evolution from high-volume spamming to a highly-targeted, personalized outreach approach. Therefore, operators need to be sensitive towards end customers' concerns about how their personal information is used for marketing purposes. To meet this need, Veris C3 was designed as a subtle, high-performance tool to ensure end customers have a good mobile marketing experience. For example, it:

- Sends messages to precisely targeted groups, so customers only receive relevant ads

- Is context aware: customers receive marketing messages at appropriate times

- Makes data usage fully transparent to end customers (i.e., which apps generated which data charges on the bill)

- Gives the end customer incentives to opt in via real-time permission-based control through Real-time Self Service

In today's fast-paced world, it's not enough to know which websites a mobile user has visited. Veris C3 provides real-time insights that enable operators to immediately market to the consumer — by adding value to OTT services, for example — before he or she has moved on and it's too late.

Driving Results: Fast Data Drives Increased Revenue and Improves Customer Communication

Veris C3 was originally deployed in China, where China Mobile is using the product suite to gather contextual customer information. It is also being implemented by Telenor and is available internationally. AsiaInfo has seen great interest and demand for Veris C3 throughout 2014. AsiaInfo's use of VoltDB's fast data technology has helped the company build on its reputation as an innovative player in the business support system (BSS) market.

AsiaInfo's impressive results are typical of VoltDB's work with original equipment manufacturers (OEMs), who require the most current database management technology available to constantly innovate and work with customers effectively.

"By integrating VoltDB into Veris C3, we have been able to improve customer experience and take personalization to the next level."

— Dr. Andy Tiller, VP Global Product Marketing, AsiaInfo

About VoltDB

VoltDB is the only in-memory transactional database for modern applications that require an unprecedented combination of data scale, volume, and accuracy. Unlike other databases, including OLTP, Big Data, and NoSQL, that force users to compromise, only VoltDB supports all three modern application data requirements: **1. Millions** — VoltDB processes a relentless volume of data points from users and data sources. **2. Milliseconds** — VoltDB ingests, analyzes, and acts on data in less than the blink of an eye. **3. 100%** — Data managed by VoltDB is always accurate, all the time, for all decisions. Telcos, Financial services, Ad Tech, Gaming, and other companies use VoltDB to modernize their applications. VoltDB is preparing energy, industrial, telco and other companies to meet the challenges of the IoT. VoltDB was founded by a team of world-class database experts, including Dr. Michael Stonebraker, winner of the coveted ACM Turing award.

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