

CASE STUDY: TRUE DIGITAL

True Digital scales open-source platform and saves \$3m+/year.



One of Thailand's largest communications companies

100+ nodes, 8+ PB data lake cluster

Hadoop, Hive, Spark, Ranger, Kafka open-source HDP

~69K Streaming messages/second

500M+ user impressions/month

Problem

Pervasive data system performance and scalability issues left 50% of ingested data unprocessed.

Solution

Acceldata tools isolated bottlenecks, automated performance improvements, and distinguished between mandatory and unnecessary data to ensure 8PB+ data lake could reliably support all critical enterprise analytics requirements.

Results

- Reduced annual software licensing costs by \$2M+.
- Improved existing system capacity and saved additional \$1M+ in projected capex.
- Eliminated unplanned outages and Sev 1 issues five consecutive months and running
- Optimized HDFS storage cost by ~2PB or 25%.



Acceldata's tools fixed our analytics pipeline issues, improved visibility into our data systems, and recommended ways to scale and optimize our systems to meet future requirements. They helped True Digital transition to open-source technologies, allowing us to reduce licensing costs, while delivering mission-critical analytics across the enterprise."

Wanlapa Linlawan
HEAD OF ANALYTICS PLATFORM

