



VERTICAL: TECHNOLOGY

Building a world-class digital advertising analytics platform using Qubole Data Service

The Company

Ensignten's flagship product, Ensignten Marketing Data Platform, powers a number of mission-critical use cases spanning omni-channel personalization, mobile experience optimization, and attribution using technology spanning four categories:

**Tags:**

Assisting in the management of all of the tags flowing in and out of their web environments

**Data:**

Helping aggregate data in such a manner that it can be used with reporting platforms

**Insights:**

Providing reporting, analytics, attribution and insights of consumer data

**Services:**

Access to tools that help with technology implementation, enablement, training, support and advanced services

About Ensignten

Ensignten is the leader in enterprise tag management and marketing data solutions. Using a combination of technology, vision and experienced leadership, they help enable Fortune 50 - Fortune 500 companies to securely manage and unify disparate marketing technologies and data sources in order to create meaningful customer interactions across touch points.

By helping them make sense of the huge highway of tags and customer data flowing across all of their corporate web pages, off-site ads, and data vendors' environments, Ensignten allows marketing departments to operate much more efficiently. In addition, they deliver safeguards to help with data privacy and security, more than 1100 turnkey vendor tag integrations, and direct ownership of digital customer data.

The Challenge

In their early stages, Enighten relied heavily on Hadoop to generate reports for customers. As Enighten continued to grow, they found that Hadoop was acting more like an application, and less like the platform that they needed. This meant that their ability to serve an individual customer was almost always reliant on a substantial amount of custom development, which drastically increased turnaround time and pulled developers away from improving Enighten's core offerings. As such, getting reports and data interactions to customers was taking way too long -- weeks at best, and usually months, and being done at the expense of other important business activities. They were already using Amazon Web Services (AWS), and needed a solution that allowed them to automate Big Data analytics so they could turn reports around for customers faster.

Why Amazon Web Services + Qubole

Since Enighten was already using AWS, they decided to rebuild their platform using Amazon Simple Storage Service (Amazon S3) and Apache Kafka (an open source messaging system designed for building real-time applications using streaming data) on Amazon Elastic Compute Cloud (Amazon S2).

At the core of this application was the concept of schema management, which allowed them to think about their data warehouse as a catalog and keep the data warehouse developer-friendly, while also utilizing a standard rows and columns structure. Using their internal schema management tool, they are able to replicate that schema to Qubole, which references the data in Amazon S3 and publishes a table that can be queried in minutes, without any work from a developer.

They chose Qubole for two primary reasons. One, it allowed them to decouple their compute from their storage, which made them more flexible. "We can have all of our storage in (Amazon) S3, but have all our compute power very elastic," said Ben Roubicek, software architect at Enighten. Secondly, they found that it allowed them to handle user-level management and permissions in a role-based manner across a variety of Spark, Hadoop and Presto, and a variety of other open-source technologies. Before adopting Qubole, they found that increasing the proper authentication and access mechanisms for all of these services across their user-base was extremely time-consuming.

The Benefits

Enighten has had several big wins since adopting Qubole as part of their AWS environment. On more than one occasion, a customer has been struggling to generate value out of the raw data that Enighten provides them. In these cases, Enighten leverages Qubole to help find insights for these customers and build them a custom reporting solution that meets their needs.

“*The paradigm of storage separate from compute infrastructure is first-class within Qubole.*”

Ben Roubicek
Software Architect

Another area where Qubole has been tremendously helpful is in the context of troubleshooting and diagnostics across their entire log file infrastructure. Because they capture 1-2 TB of log data per day, it was nearly impossible to pinpoint the cause of an issue cost-effectively in the past. With Qubole, they can analyze this log data much more quickly and inexpensively when compared to other solutions, which has been huge for Ensignten.

Perhaps the biggest benefit of adding Qubole to their AWS deployment was that it allowed them to place more emphasis on their core competencies. Because they have a true multi-tenant system that allows them to meet the needs of each of their customers without much custom development, they can focus on improving Ensignten's core product offerings.

Next Steps

To learn more about how Qubole can help you operate more efficiently on AWS, **visit <https://www.qubole.com/>**

About AWS

For 10 years, Amazon Web Services has been the world's most comprehensive and broadly adopted cloud platform. AWS offers over 70 fully featured services for compute, storage, databases, analytics, mobile, Internet of Things (IoT) and enterprise applications from 33 Availability Zones (AZs) across 12 geographic regions in the U.S., Australia, Brazil, China, Germany, Ireland, Japan, Korea, and Singapore. AWS services are trusted by more than a million active customers around the world -- including the fastest growing startups, largest enterprises, and leading government agencies -- to power their infrastructure, make them more agile, and lower costs.

To learn more about AWS, **visit <http://aws.amazon.com>**

About Qubole

Qubole is revolutionizing the way companies activate their data — the process of putting data into active use across their organizations. With Qubole's cloud-native big data platform, companies exponentially activate petabytes of data faster, for everyone and any use case, while continuously lowering costs. Qubole overcomes the challenges of expanding users, use cases, and variety and volume of data while constrained by limited budgets and a global shortage of big data skills. Qubole offers the only platform that delivers freedom of choice, eliminating legacy lock in — use any engine, any tool, and any cloud to match your company's needs. Qubole investors include CRV, Harmony Partners, IVP, Lightspeed Venture Partners, Norwest Venture Partners, and Singtel Innov8.

For more information visit **www.qubole.com**

FOR MORE INFORMATION

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