Ignite

INFOBRIGHT DB

Mavenir Systems, Inc.

Ignite's Infobright® DB Enables Telco OEM to Cost-Effectively Manage Large Volumes of SMS Data

MAVENIR

Mavenir Systems, Inc. provides innovative mobile convergence solutions that enable mobile operators to offer subscribers new and enhanced services and applications.

Company

The Mavenir mOne® Convergence platform allows mobile operators to accelerate the launch of Converged Voice and Messaging services. The integrated solution blends IMS services such as Presence and Instant Messaging with SMS, MMS, Email and Web 2.0 applications to accelerate the adoption of mobile social networking and content delivery. Headquartered in Richardson, Texas, Mavenir has sales, business development, R&D and operations facilities in India, China and Europe.

Overview

Mavenir's SMS application is an example of a very fast-growing class of applications that combine both a vertical application that captures large volumes of data, and an embedded data mart/analytic database used for business analytics. The application captures, stores, and enables analysis of SMS messages. In order to offer its customers a way to quickly retrieve detailed messaging records when needed for operational analytics, customer service, or regulatory requests, Mavenir Systems sought a scalable, cost-effective embedded analytic database capable of storing up to 90 days worth of messages.

Challenge

The Mavenir solution was designed to handle very large data volumes per day, as evidenced by a recent announcement that it has been deployed by four mobile operators in Asia, Europe and North America, with capacity in excess of 3 billion messages per day. Peak periods like Chinese New Year can generate over 70 million messages in an hour. The system captures all of the SMS message details, as well as information about where the SMS originated from, where it was sent to, which network was used etc. The data is loaded from event/log files every 5 minutes, which makes the data available to the wireless carrier in near-real time.

Mavenir's goal was to drive more revenue by offering a solution to mobile operators that allows them to retrieve detailed SMS records for customer service and regulatory compliance. The need to quickly load and store large volumes of detailed data, along with the ability to make that data available for analysis within minutes, were key to determining the kind of embedded data mart was required.

Mavenir also needed a solution that could store 90 days worth of data with a small hardware footprint, and could handle a projected 70% growth rate in mobile messaging. Furthermore, cost-effectiveness including low storage and license costs were also key considerations.

Solution

Mavenir selected Ignite's Infobright DB to meet their current needs and future growth requirements. They can load 20,000 SMS records per second at peak capacity in the initial release, and manage massive messaging traffic for its customers on a minimal hardware footprint.

The embedding of Infobright DB within the application provides additional benefits to Mavenir's customers – much less hardware due to the high rate of data compression, fast query response without indexes, data partitioning or manual tuning, and no need for DBA resources to manage the database on an ongoing basis.

This case study also demonstrates the value of the increasing trend toward open source, as Mavenir's ability to immediately download an open source version of Infobright DB enabled them to quickly assess its fit for their need. As is the case with all companies today, time to market is critical and the ability to download and test new software options shortens time-to-delivery and production.

Mavenir has successfully implemented their vision of offering a distinctive product to a highly competitive market that provides much greater insight into subscribers, traffic and network trends and issues at 20% of the cost of competitive solutions. They have won major wireless carriers such as MetroPCS and Viettel based on this solution, which is driving the growth of Mavenir's business.

About Ignite Technologies

Founded in 2000, Ignite is a privately-held company and a member of the ESW Capital group of companies. Since it was reinvented on the heels of a senior management change in 2013, the Company's mission is to help customers Ignite the power of their workforce to drive better business performance. Ignite leads all its efforts with a sharp focus on a simple but challenging objective – 100% Customer Success – measured through the achievements of its customers. The Company launched its innovative, new Ignite Prime program in 2017 delivering free enterprise software to its licensed and supported customers. For more information on Ignite's solutions and innovative Prime program, visit ignitetech.com.

"Data storage is a big issue for mobile operators and it's only going to get more challenging as the use of messaging continues to explode. Infobright offered the only solution that could handle our current data load and scale to accommodate a projected growth rate of 70 percent, without incurring prohibitive hardware and licensing costs."

Payam Maveddat
Vice President
Product Management
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