

The Brighthouse Analytic Data Warehouse

In the always-on world of business analytics, data volumes are growing at breathtaking speed. Strategic decisions based on that data must be made fast. And they must be right.

If your enterprise is involved in data analytics—as an online marketing services provider, for example—you know that you’re collecting massive amounts of data every day. Unfortunately, you may also be discovering that your systems and solutions fall short in executing the complex queries that extract, analyze and turn that data into meaningful business information.

As data stores increase in size and the business needs of your customers become more urgent, the problem only exacerbates. In fact, ad hoc analytical queries can take so long to run that your IT group may end up abandoning them. If you’ve staked your reputation on supporting effective advertising campaigns or e-commerce operations, you understand why a new approach is needed.

Data management challenges resonate across an organization. Users inside your company besiege IT with customer requests. DBAs physically model data, a labor-intensive, time-consuming effort that must be repeated for each project. Data warehouse managers purchase additional hardware, adding to their management burden. Data is archived to save space, making it unavailable for analysis. IT budgets tighten even in the face of growing demand. And your customers want answers—yesterday.

WORK SMARTER, NOT HARDER

Infobright’s Brighthouse has addressed these problems by fundamentally reinventing data warehouse architecture. Brighthouse represents a radical, yet performance-proven, departure from solutions that require building and maintaining data partitions and indexes or investing in large hardware systems.

In sharp contrast to other approaches, Brighthouse achieves breakthrough performance, particularly for highly complex and ad hoc queries, through its flexible, patent-pending Knowledge Grid and integrated Optimizer.

Load and Go

Information flows into the Brighthouse data warehouse at near real-time speed and is compressed and stored in manageably-sized “data packs.” For increased efficiency and performance, Brighthouse compresses data up to 40:1, using algorithms tailored to specific data types.

“The sheer complexity of today’s marketing challenge has demanded the introduction of tools that heighten the value of the marketing investment...It’s not enough that these tools work, they must take advantage of the vast data available and be optimized to eliminate waste and react quickly to events and changing circumstances in our digitally driven world.”

Marketing Automation and the Enterprise Opportunity
Direct Marketing Association / Winterberry Group

The Knowledge Grid then creates a highly compact set of metadata that contains statistical and relational maps of the contents of the data packs. As additional data packs are created or updated, metadata in the Knowledge Grid is automatically updated.

Working Smart

During query execution, Brighthouse continuously iterates over the Knowledge Grid to determine which data packs are relevant and decompresses only those packs. In a significant number of instances, Brighthouse resolves a query from the contents of the Knowledge Grid alone.

A LOWER TOTAL COST OF OWNERSHIP

Brighthouse delivers these advanced capabilities in the industry's most cost effective package. Users benefit from initial deployment.

Reduced hardware requirements – Unlike competitive solutions, Brighthouse's efficient compression algorithms create a super-compact data footprint that significantly reduces storage requirements—even as data volumes continue to grow. Additionally, Brighthouse achieves performance gains through its radically different architecture, not from massive hardware systems.

Ease of installation and implementation – Many enterprises deploy Brighthouse in a matter of days without requiring a DBA or hiring additional staff to maintain it. Data loads in near-real to real-time, and Brighthouse does not require physical data modeling, which consumes expensive IT resources.

Effortless integration – Brighthouse is the only data warehouse system that leverages MySQL, making seamless use of the mature connectors, tools and resources associated with this widely deployed open source database. Brighthouse also integrates with popular Extract Transform Load (ETL) tools from Informatica and Pentaho.

“Our advanced analytics help us do better ad targeting which delivers increased value to our customers—as well as a better user experience. Brighthouse allows us to do very complex analyses on over 30 terabytes of data while leveraging our skill set in MySQL.”

**Jay Webster, General Manager
BlueLithium Performance Network**

Superior protection of investment – With its ability to run on off-the-shelf hardware, reduce total storage requirements, and optimize the efficiency of IT resources, Brighthouse significantly reduces the on going costs of system maintenance and administration. And because Brighthouse leverages existing business intelligence (BI) solutions and infrastructures, organizations protect their IT investments.

WHY BRIGHOUSE?

If your organization is contending with dramatically increased data volumes, accelerating user demand, high customer expectations, and limited IT resources, Brighthouse's advanced data warehouse architecture can help you regain control of your query operations, enable your IT team to focus on serving business users, and deliver results at the speed of business. Affordably.

FOR MORE INFORMATION

To learn more about how Brighthouse from Infobright can help your company tackle its data analysis and management challenges and wrestle them to the ground, please visit us at www.infobright.com or contact us at 416.596.2483 x225

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