Starburst

CASE STUDY

Aerospike Partners with Starburst's SQL Engine to Enhance Database Offering with Real-Time Analytics on the Edge

Summary

Aerospike Inc, the provider of massively scalable NoSQL data solutions, has embedded Starburst's SQL engine to bring to market a high-performing analytical solution that drives new revenue streams and higher customer satisfaction.

AEROSPIKE

Background

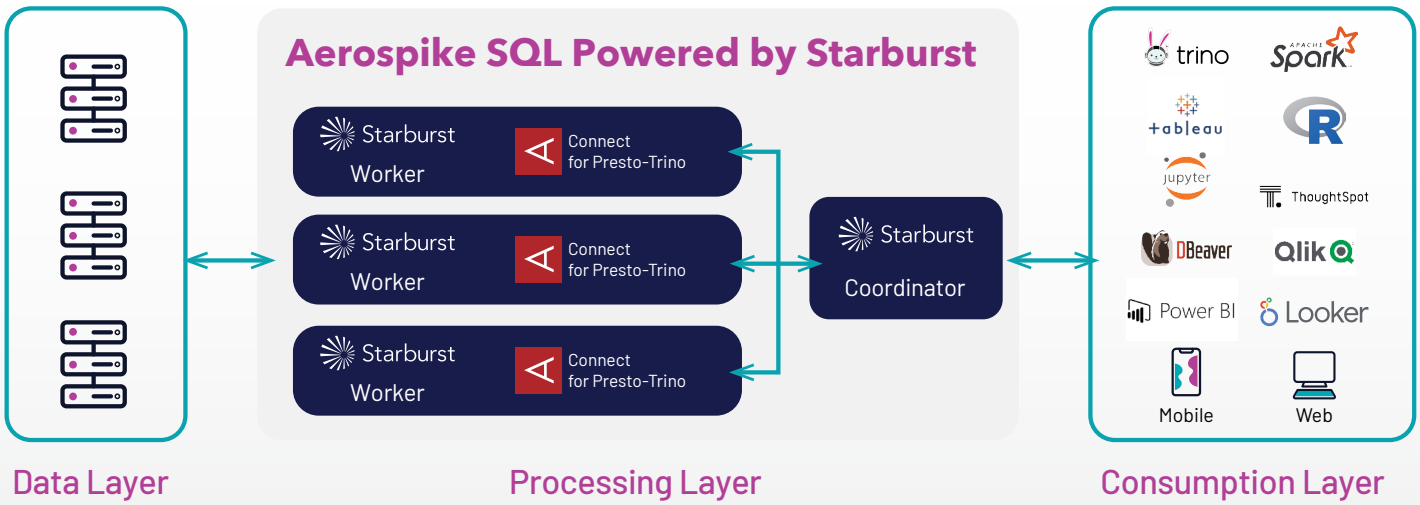
Aerospike Inc. is the real-time data platform leader serving the Fortune 500 and government entities around the world. Aerospike provides a fast NoSQL database, which is extensively used for low latency and high throughput use cases in ad tech, financial services, telecommunications, and several other verticals.

As more data is ingested and held in Aerospike, customers wanted to open up that data for reporting and analysis without having to move it to other repositories. These additional users of the data did not have the background to program to the Aerospike APIs. Alternatively, users had to know programmatic languages to move the data out of Aerospike's database so it could be analyzed by the universal language of data, SQL. Extracting the data to another repository meant more expense in additional copies of the data and in programming costs. Additionally, the client's data could be extremely large – terabytes to even petabytes. For clients that have multiple Aerospike instances, it was a process they would have to repeat for each new instance.

Without a SQL-friendly way to analyze data directly in Aerospike's platform, customer satisfaction and retention rates were impacted, and net new sales processes, margins, and total contract values were hindered. Building their own SQL compatible engine and multiple partner connectors would impact their time-to-market. Further, Aerospike had a connector to Trino. Aerospike considered Starburst as the primary driver of Trino and its SQL capability; partnering with Starburst to gain this capability was a natural next step.

New Product Offering: Aerospike SQL Powered by Starburst

Within weeks, Aerospike embedded Starburst into its database, bringing to market a new product line that provides real-time analytics at the edge: Aerospike SQL Powered by Starburst. Aerospike can now offer all of its current and future clients a simple and powerful way to quickly analyze their Aerospike specific data with SQL. They can also federate queries between Aerospike instances. The premium solution is offered to Aerospike's clients alongside the core NoSQL data solution.



High Speed SQL Access to Aerospike Real-Time Data

Aerospike SQL Powered by Starburst enables Aerospike's clients to:

- Run ANSI SQL queries to perform in-place analytics on massive amounts of data in the Aerospike database.
- Federate queries clusters to create a single point of access across multiple Aerospike clusters.
- Create dashboards using data stored in Aerospike and familiar business-intelligence (BI) tools, such as Tableau, Power BI, and others.
- Boost query performance by configuring the Trino connector for massive parallelism, predicate pushdown, and secondary indexes.
- Deploy anywhere, on-prem or cloud.
- Operationalize use cases quickly with best in-class support offered by Aerospike and Starburst.

Results

Data movement is no longer needed for Aerospike's clients to generate powerful business insights. For example, ad-tech clients previously had to move data out of Aerospike and copy it into databases such as Oracle, Snowflake, and Vertica to run campaign metrics. Now, data scientists and analysts can run queries against hundreds of terabytes of data wherever it resides and receive real-time results. As a result, Aerospike has seen an improvement in customer satisfaction and customer lifetime value.

"To not have to move all their data and reprocess it with another database saves companies a lot of time and upwards of thousands of dollars in engineering resources," shares Lenley Hensarling, Chief Product Officer at Aerospike. "Plus, companies can see the data across all their data sets now, whether it's in Aerospike, Cassandra, MongoDB, SQL Server, or across their Data Mesh."

Non-technical users, such as auditing teams, can view data and gather custom reporting quickly to ensure compliance and address potential compliance issues proactively. Capabilities such as audit trail shows who accessed sensitive data, when they accessed it, and what they accessed.

Aerospike Business Outcomes

Enhanced Product Offering

Aerospike's new product line, Aerospike SQL powered by Starburst, brings tremendous value to the company with the offering of real-time analytics on Aerospike's data. Aerospike anticipates the majority of their customers will transition to the new product over the next year.

New Revenue Streams

Aerospike SQL Powered by Starburst allows anyone to query data with popular SQL-based business intelligence and analytics tools, and this allows Aerospike to reach a broader customer base. The new SQL capability also opens up a new revenue stream for clients with a Data Mesh environment, as Starburst provides real-time analytics across any platform.

Improved Customer Satisfaction

Due to the new product offering, Aerospike has increased customer satisfaction and customer retention rates. "There were workloads that we lost in customers because they couldn't do reporting with us before. Our customers are so much happier now." says Hensarling. "We're providing the perfect value for them."

Speed to Market

By partnering with Starburst's Trino experts to get the new solution to market within a few weeks, Aerospike has gained a competitive advantage in the industry and benefits from increased revenue margins.

With Aerospike SQL powered by Starburst and the best in class support that is offered by Aerospike and Starburst, Aerospike's clients can go from zero to insight rapidly and accelerate the decision-making process.

> "Starburst allows us to offer very performant SQL access to our data and open up the value of all the data to a number of constituencies such as auditors, data engineers, and data scientists that would not have been able to explore the data before."
>
> Lenley Hensarling,
> Chief Product Officer, Aerospike

> "Today's modern Data Mesh architecture must support a growing amount of real-time data ingested at the edge and stored at the core. We are happy to partner with Starburst to bring to market a high-scale, high-performance SQL solution that enables data analysts and data scientists to run massively parallel complex queries on data across Aerospike clusters distributed anywhere."
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> – Subbu Iyer, CEO of Aerospike[1]

[1] https://www.globenewswire.com/en/news-release/2022/06/15/2462811/0/en/Aerospike-Announces-Aerospike-SQL-Powered-by-Starburst.html

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