



STARBURST:

# Unlocking the true potential of enterprise-grade Trino

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10 customer success stories

# Contents

<b>Glovo</b> upgrades from Trino to build a data mesh platform with self-service analytics . . . . .	5
<b>Banco Inter</b> replaces Athena with Starburst to transform its marketplace . . . . .	6
<b>El Toro</b> optimizes query performance after upgrading Trino . . . . .	7
<b>Assurance</b> reduces time-to-insight, cuts costs, and boosts customer conversion rates . . . . .	8
<b>Zalando</b> gains superior stability, support, and cost savings . . . . .	9
<b>EMIS</b> empowers clinicians and researchers with unprecedented data analytics services . . . . .	10
<b>Business communication platform</b> improves query performance while reducing costs. . . . .	11
<b>Real estate company</b> gains faster decision-making and 30% cost savings . . . . .	12
<b>Telecom provider</b> saves time, eliminates hassles, and reduces TCO by 61% . . . . .	13
<b>Cloud computing company</b> maximizes the value of data and achieves over 100% faster time-to-insight . . . . .	14
Accelerate the delivery of data with enterprise-grade Trino . . . . .	15



The big data landscape has always been fraught with challenges, particularly when it comes to querying and analyzing vast quantities of data across various sources. Recognizing this issue, the creators of Trino developed a solution that has since become the cornerstone of many organizations' big data strategies.

However, Trino alone is not an adequate solution for companies that want more value out of their data while facing the challenges of operating in distributed, hybrid, complex environments. You might relate to this if you:

- Spend an overwhelming amount of time managing deployments, fighting fires, and addressing human error,
- Have mounting compliance and security concerns as your environment scales,
- Need to provide comprehensive, role-based access to data engineers, analysts, and leadership without compromising security.





## This is where Starburst enters the picture.

To truly leverage the power of Trino and maximize their investments, companies are turning to Starburst, the platform that activates data in and around data lakes. Backed by the largest team of Trino experts and domain expertise globally, Starburst is committed to delivering exceptional, fully-tested, stable releases to take your data lake strategy to the next level.

Ten companies have gained improved performance, connectivity, security, and support by upgrading from open-source (OS) Trino (or a Trino vendor) to Starburst — leading to notable increases in query speed, time-to-insight, cost savings, and more. This ebook details how they achieved these results with Starburst.





# Glovo upgrades from Trino to build a data mesh platform with self-service analytics

## Overview

Founded in 2015, Glovo is a Barcelona-based startup and the fastest-growing delivery player in Europe, Western Asia, and Africa. Glovo's vision is to give everyone easy access to everything within their city.



“We started to try the open source Trino engine to get familiar with the technology. But our goal was to work with Starburst, because we saw some interesting features like the simplicity by which we could deploy on Kubernetes and autoscale the clusters. These were key for us.”



Simone Grandi,  
Engineering Manager

## Challenge & Solution

To support its data mesh initiative, Glovo needed a high-performing query engine on top of the data lake. Glovo started using OS Trino, but the engineering team required enterprise-grade features that OS Trino couldn't provide.

Glovo deployed Starburst Enterprise as the analytics engine for its data mesh in order to empower users with self-service analytics.

## What Starburst Delivered

- 50% increased query speed
- Reduced TCO from separating compute from storage
- Faster experimentation to optimize Glovo's marketplace app

# inter

## Banco Inter replaces Athena with Starburst to transform its marketplace

### Overview

Financial technology company Banco Inter became Brazil's first fully digital bank in 2014. The bank has become a digital platform for investments, insurance, loans, e-commerce, and even food delivery. The company provides over 180 products and services and has a rapidly growing customer base.



“Every new process, every new idea, and every new initiative can and will be based on data. Starburst empowers our decision-makers to have the best information on a complete set of data. It is a shifting point that will impact the future of the company.”



André Gortari,  
Data Engineering Manager

### Challenge & Solution

Inter transitioned to a data lake to unlock the power of big data. The bank used Amazon Athena, a simple query engine built on OS Trino, for ad-hoc analytics on Amazon S3. The solution wasn't scalable or performant, which left the company struggling to generate quick insights that were needed to shape the future of the digital marketplace.

Starburst Enterprise provides Inter with a single platform to explore more data, maintain data quality and governance, and provide self-service analytics using the visualization tools of choice.

### What Starburst Delivered

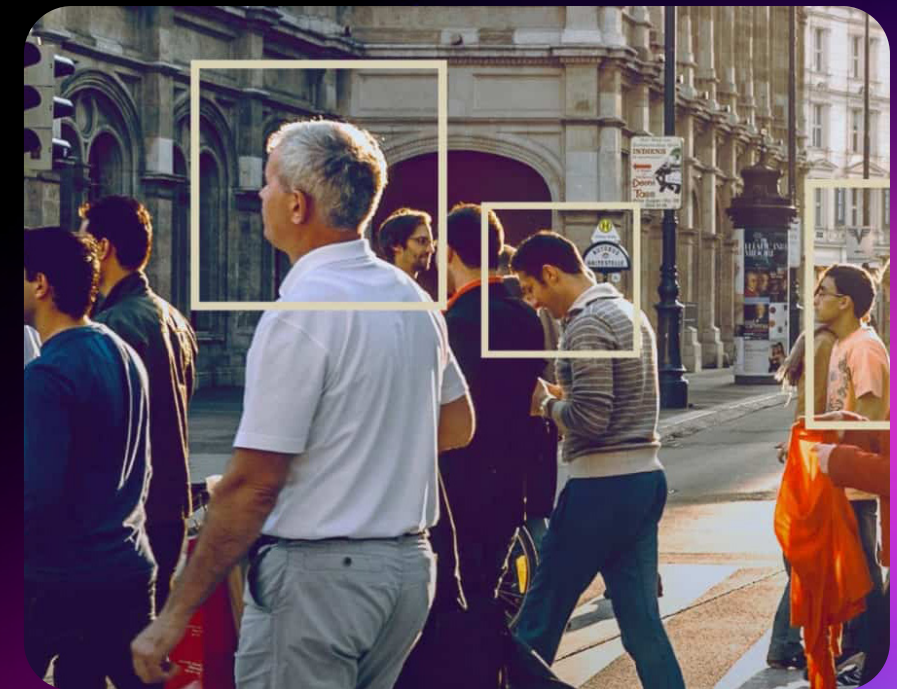
- Reduces time-to-insight from days to seconds
- \$100,000 per month savings in reduced infrastructure costs
- Revenue generation through up-sell and cross-sell campaigns



# El Toro optimizes query performance after upgrading Trino

## Overview

Since its inception in 2014, advertising technology company El Toro has become a leader in IP targeting. Its patented technology allows advertisers to target individual homes based on IP addresses and the demographic information of the people living there with extreme precision.



“The needs we were struggling with were exactly why we ended up with Trino, and Starburst was a very natural next step for us as an Enterprise company — it makes data access easier, better, more supported, more stable, and more developed without needing to put the resources in place.”



Richard Teachout,  
CTO

## Challenge & Solution

El Toro's customers required greater data-driven insights from their IP targeting platform, and open source Trino required too much engineering support to scale.

El Toro upgraded from OS Trino to Starburst Enterprise in order to run fast, live, interactive queries on its data lake.

## What Starburst Delivered

- 300% increase in query performance
- \$5 million cost savings over purchasing a cloud data warehouse
- Decreased time-to-market so thousands of campaigns can run daily



# Assurance reduces time-to-insight, cuts costs, and boosts customer conversion rates

## Overview

The online insurance platform Assurance leverages data science and a personal touch to find the ideal insurance and financial services product match for each customer. The company's mission is to make it radically easy for customers to purchase life insurance, mortgages, or similar products that are right for them.



"With Starburst and Trino our business units and data scientists are generating better insights across our full funnel from marketing all the way to sales and conversions."



Shen Wang,  
Principal Data Engineer

## Challenge & Solution

Assurance was struggling to connect data sources. Data engineers wasted too much time copying and transferring data. They tested open source Trino, but were experiencing limitations in access to certain databases in Postgres.

As a natural progression from OS Trino, Starburst allows Assurance to access all of its data together and spend more time creating models and performing analytics.

## What Starburst Delivered

- 10% increase in conversion rate
- 40% cost reduction
- 20-30% faster queries





# Zalando gains superior stability, support, and cost savings

## Overview

Zalando SE, Europe’s leading online platform for fashion and lifestyle, boasts \$5B in annual revenue, largely from selling brand-name clothing and footwear online.



“The decision to deploy Starburst Enterprise was made simpler because it has proven to be a reliable, fast, and stable query engine for S3 data lakes.”



Alberto Miorin,  
Engineering Lead

## Challenge & Solution

When transitioning from a legacy data warehouse to an AWS cloud data lake, Zalando needed to give its buyers and business analysts a more efficient way to extract value from this distributed data to launch its Customer 360 program. Zalando was going to select Trino, but the open source solution was missing key enterprise features.

The retailer ultimately launched the Customer 360 program with Starburst Enterprise due to its security features, enterprise support, and superior performance.

## What Starburst Delivered

- 50% savings on AWS compute costs through autoscaling
- Self-service business intelligence with a notable increase in query speed
- Fine-grained security for GDPR compliance

# EMIS empowers clinicians and researchers with unprecedented data analytics services

## Overview

EMIS is one of the largest suppliers of electronic health records software in the UK. The company was founded more than 30 years ago, but its mission has remained the same – to develop the best possible technology to help healthcare professionals and ultimately, to improve patient health.



“To get this kind of information in the past would have involved several weeks of copying and analyzing data. With EMIS-X Analytics, powered by Starburst Enterprise, researchers get the information in almost real-time.”



Richard Jarvis,  
CTO

## Challenge & Solution

Healthcare technology leader EMIS needed to provide faster access to patient health data for analysis in a secure and compliant way.

EMIS originally used Trino, but open source was missing key enterprise features including security, particularly data masking. The company launched the EMIS-X application with Starburst as an embedded analytics engine.

## What Starburst Delivered

- Join data simultaneously for EMIS-X Analytics to perform at scale
- Data discovery time reduced from 48 hour to less than 4
- Pharmaceutical companies are able to fill clinical trials faster

# Widely-adopted business communication platform improves query performance while reducing costs

## Overview

This business communication platform is an essential component of daily business for many industries. The platform effectively replaces email within organizations, allowing employees to exchange messages, share files, and collaborate as teams. The company manages a large amount of data, including 700 billion records every day.



“We are the custodians of all the data that the product generates, and Starburst Enterprise is more or less at the center of our universe.”



Anonymous,  
Senior Engineering Manager

## Challenge & Solution

The company was spending a lot of money on compute resources but not getting valuable insights. Amazon EMR allows users to easily spin-up clusters to run Trino, Presto, and other big data frameworks on AWS, but the solution was unable to scale effectively. This caused a high degree of failed queries during peak usage and unhappy employees and customers.

Starburst Enterprise provides fast interactive queries with high concurrency, delivering actionable customer insights and improved business agility.

## What Starburst Delivered

- 99.9% cluster uptime to deliver improved customer experience
- 3X performance improvement over EMR Presto
- 25% reduction in TCO

# Real estate company gains faster decision-making and 30% cost savings

## Overview

This prominent real estate company provides services for individuals who are buying, selling, renting, or financing residential properties. Information is accessible online or through its “housing super app” which provides support from the initial stage of buying all the way through move-in. Its goal is to give people a simpler, more seamless way to buy, sell and rent a new home.



"We sought an enterprise-grade solution that could provide fast access to our S3 data lake and reliable support. Starburst not only addresses these challenges, but it also future-proofs our architecture and delivers faster dashboard refreshes so we can make better, more efficient business decisions."



Anonymous,  
Big Data Platforms Manager

## Challenge & Solution

Due to a Qubole acquisition, the company lost access to the support it expected. Qubole was also several years behind the company's Trino version, which exposed it to bugs and security holes left unpatched. As a result of all this, the company experienced service disruptions that impeded business operations.

To solve these challenges, the team upgraded from a Qubole deployment of Trino to Starburst Enterprise -- today they receive support, stability, and business continuity.

## What Starburst Delivered

- Performance gains results in faster decision-making
- Better support experience allows the business to focus on new customer acquisition
- Graviton provides an additional 30% savings (\$2.15 million)



# Telecom provider saves time, eliminates hassles, and reduces TCO by 61%

## Overview

This U.S.-based wireless network provider offers voice, text messaging, video calling, and data communications to individual and commercial customers. It offers an advanced 4G LTE and a transformative nationwide 5G network with over 100 million subscribers.



“Starburst allows us to process data where it resides, which eliminates the hassle of moving data. With faster insights, we’re able to deliver on business critical insights that improve customer experience and support our growth initiatives.”



Anonymous,  
Director of Engineering

## Challenge & Solution

The customer care department handled over 500,000 daily inbound calls and had to query i360 customer data, aggregated sentiment scores, device and accessory-related data, and more, from different platforms to properly provide customer support. Meanwhile, the team was spending too much time copying customer care data from multiple cloud and on-prem platforms into Teradata, where it was then analyzed.

The data architecture team felt OS Trino was their best option because they had success with it in the past. However, it lacked enterprise-level connectors and security. With Starburst, the telecom provider can achieve data virtualization and federation at scale.

## What Starburst Delivered

- 61% total cost of ownership (TCO) savings
- 7X faster than OS Trino
- 9-minute queries, down from two hours

# Cloud computing company maximizes the value of data and achieves over 100% faster time-to-insight

## Overview

This pioneering cloud computing and virtualization technology company is a leading provider of multi-cloud services for all applications. The company offers leading enterprises a foundation to accelerate innovation and digitize their businesses so they can deliver a better customer experience.



“With Starburst, we can maximize the value of our data. We are now able to run queries on tables with terabytes of data in just a few seconds.”



Anonymous,  
Staff Engineer

## Challenge & Solution

This cloud computing company ingests petabytes of data daily into a variety of AWS storage platforms. Querying distributed data with Amazon Athena was becoming increasingly difficult. Completing joins across indexes required custom code, and there was no connectivity to Elasticsearch (ES) from Athena. The data infrastructure team needed a more powerful, cost-effective, secure, and reliable way to query its distributed data

The company chose Starburst Enterprise because it's capable of strengthening security, reducing costs, and successfully querying ES, Redshift, and Amazon S3.

## What Starburst Delivered

- Reduced time to insight by 100%
- 50% reduction in TCO (plus 30% reduction in EC2 spend)
- Decreased query response time from hours to seconds





## Accelerate the delivery of data with enterprise-grade Trino.

A robust, secure, and high-performing data management and analysis strategy begins with comprehensive, connected, accessible data sources.

Upgrading from open source Trino or from another Trino vendor to Starburst enables companies to scale and innovate their data environment with confidence and security, knowing that insights and decision-making can be achieved quickly, accurately, and with access to data wherever it lives.

Join the ranks of Assurance, Zalando, and other innovative companies that are upgrading Trino with Starburst.



The modern data lake is here.  
Visit [starburst.io](https://starburst.io) to get started.

