

# Veritix Creates Competitive Advantage Using Attunity CloudBeam and Amazon Redshift

*“Working with Attunity has been great. The company has been very responsive to our needs and helpful with setup and ongoing support. Attunity CloudBeam is intuitive for our DBAs and provides the performance we need to support our Amazon Redshift data warehouse.”*

—Mike Rojas, Senior Vice President of Product Development, Veritix



## Overview

The Veritix platform enables professional sports teams and entertainment venues to maximize ticket sales. A supplemental benefit provided by the company is analytics reporting which enable customers to get the most out of their marketing budgets. To provide clients with rich, real-time insights about fan purchasing behavior, Veritix decided to build a data warehouse to support analytics. As the company sought to balance cost, performance, and ease-of-use, it found that Amazon Redshift and Attunity CloudBeam offered the best solution for their needs. Veritix’s new analytics platform has become a competitive differentiator, as the company goes after new business, as well as contract renewals.

## The Company

Veritix specializes in digital ticketing, event marketing, and relationship management applications for professional sports teams, artists, and entertainment venues around the world. The company’s clients include professional sports teams from the NBA, NFL, NHL, minor league baseball, and more. Thanks to Veritix’s analytics, customers can target different demographic groups more effectively, improve season ticket renewal rates, and bring new fans into arenas. “Our customers are seeking better information about the purchasing behavior of fans. This helps them focus their marketing dollars more strategically,” said Mike Rojas, Senior Vice President of Product Development.

## The Goals

Veritix’s transactional database was used for both production purposes and reporting. As a result, it wasn’t optimized for analytics and performance was a concern. Running analytics on the production machine would have overwhelmed system resources. Rojas’ team decided to create a separate data warehouse which would store a decade of event data, as well as additional information to enrich analyses such as weather, drive times, and fan income. The project goals were twofold: to develop a high-performance analytics data warehouse and to tune the existing production database for transactions.



## About Veritix

Veritix provides state-of-the-art digital ticketing, event marketing, and relationship management applications to professional sports teams, entertainment venues, artists, universities, and arts organizations around the world. Veritix enables clients to take ownership of their ticketing operations and build better relationships with their customers and fans. Fan knowledge management is at the core of the company’s platform. Every solution Veritix offers is designed with the core strategy of drawing on and enriching the personalized behavior profile of each previous or prospective ticket buyer.

## Objectives

To help clients target their marketing budgets more effectively, Veritix wanted to create a dedicated data warehouse for analytics. This would contain a decade of event data, layered with information about weather, drive times, income, and more. Key considerations included finding tools to move information from Veritix’s Oracle and SQL Server databases to a data warehouse, as well as finding a data warehouse solution that was affordable.

## The Quest for a Data Warehouse

From a database perspective, Veritix is a multi-platform organization. They primarily use Oracle, but also have some Microsoft SQL Server databases. The team investigated traditional, on-premises data warehouses, but found that they were hard to set up, not performant, and costly. “We did a cost analysis of a traditional, on-premises data warehouse and found that it would cost millions to achieve the performance levels that we required. We just have so much data,” said Rojas.

Veritix next looked at Amazon Redshift and did a series of cluster tests which proved that the cloud-based data warehouse could deliver the performance that the company needed. In addition, it could support multiple database vendors. Rojas observed, “Amazon Redshift redefined data warehouse pricing. It was an order of magnitude less expensive than the other solutions we looked at.”

## Moving Information to the Cloud-based Data Warehouse

After deciding to move forward with an Amazon Redshift data warehouse, Veritix began exploring ways to replicate data from their on-premises databases to the new analytics warehouse. Initially, the team assumed that they would need to build custom tools or rely on an off-the-shelf solution like Microsoft SSIS. They did an initial experiment which started with the team creating a backup. Then they moved it to the cloud, restored the backup to a staging database, and tried to move the staging database to Amazon Redshift. Veritix was disappointed to find that it took seven hours to transfer the data, plus an additional 14 hours to restore it to the staging database. This approach was so time consuming that it would only be possible to move information to Amazon Redshift once a day. In an ideal world, however, the analytics data warehouse would receive real-time data updates. The manual solution was also costly. “Between the labor and the cost of licensing both Microsoft SSIS and the staging database, the manual approach was going to cost us at least \$130,000,” said Rojas.

One of Veritix’s data scientists mentioned the challenges to Amazon Web Services, and they in turn recommended Attunity CloudBeam. The Veritix team found that it took just two hours to install, configure, and supply data to Amazon Redshift. Rojas commented, “We found the missing piece with Attunity CloudBeam which enables us to quickly and easily move hundreds of millions of records to the Amazon Redshift data warehouse.” The data warehouse now contains around three terabytes of information, with billions of records available for customer analytics.

Not only has Attunity CloudBeam met Veritix’s performance requirements, it has also exceeded the team’s expectations in terms of ease of use. The DBA in the company’s operations group reported that he experienced a “wow effect” when he compared Attunity CloudBeam’s usability with that of Oracle GoldenGate and Data Guard. “It was an ‘a-ha moment’ for our DBA,” said Rojas. “After seeing he demo, he was very impressed and said that Attunity CloudBeam was like night and day compared to other tools.”

## Mission Accomplished: Competitive Advantage Through IT and Analytics

Now that the data warehouse is in place, Veritix is building out an analytics layer to consolidate client data. Several customer renewal discussions have been dependent on Veritix offering the new Amazon Redshift data warehouse. As a result, the team has clear evidence that customers see the value of the new analytics platform and the company has created competitive advantage through information technology.

## Solution

Veritix discovered that Amazon Redshift’s cloud-based data warehouse was dramatically more affordable than on-premises solutions. However, an open question was how best to replicate hundreds of millions of records from Veritix’s transactional databases to Amazon Redshift. Attunity CloudBeam was the answer. Within two hours, the IT team was able to install, configure, and start moving data to Amazon Redshift.

## Benefits

- Efficient data loading between on-premises databases and Amazon Redshift, eliminating the need for a full-time DBA.
- Quick, easy integration of hundreds of millions of records which greatly reduced project development work and maintenance, saving at least \$130,000.
- Access to billions of records for a comprehensive view of operations and customer analytics.
- Enables real-time customer analytics for better business decision-making.
- A flexible solution, making it easy to add new sources of information to the data warehouse.

*“We tried creating backups, moving those to the cloud, restoring them to a staging database, and then migrating the staging database to Amazon Redshift. That process took over 21 hours. Once we discovered Attunity CloudBeam, we were sending data directly to the cloud in two hours. Attunity CloudBeam was the missing piece that was needed to complete our data warehouse solution.”*

—Mike Rojas, Senior Vice President of Product Development, Veritix