

# ActiveBase Data Warehouse ROI

Performance Module

## BACKGROUND

A leading carrier with over 3 million subscribers

**PLATFORMS:** Business Objects 5.X, 6.X using client, web and Broadcast agents on over 50 CPU Sun Enterprise and Oracle 9i database.

**PROBLEM:** The Data warehouse is more than 14 terabytes in size, supporting 1,000 enterprise users, with up to 5,000 reports running daily.

Due to over utilization of the database resource, the customer has experienced daily resource outage for several minutes peak times.

As usage increase and data growth, achieving Service Levels has become a major concern, where selective business reports response time has quickly deteriorated, causing user frustration and hurting decision making.

## SOLUTION

With quick and easy installation and after only three weeks of implementation, ActiveBase has provided an overall 20% improvement for almost 5,000 reports running daily.

In addition, server measures have presented an increase of over 10% in database capacity, with increased performance stability during peak times.

Daily resource outage has been resolved, providing data warehouse high-availability during peak times.

Some important business reporting were accelerated by 10 times and more, enabling users to run them several times a day, which has made a substantial impact on visibility into the business and the ability to make decisions based on up-to-date information.

## ROI CALCULATION

**Immediate increase of server performance: eliminating an immediate hardware upgrade and RDBMS software purchase**

ActiveBase has generated in its first three months of use an immediate savings of hardware and Oracle licenses of over **\$400,000 by reducing server load by 10% and avoiding server additional 6 CPU purchase.**

**Long term increase of server performance: Supporting three-times data growth (7 TB -> 21 TB) without hardware upgrade and RDBMS software purchase**

ActiveBase continuous performance improvements enabled to increase data size by three-times while maintaining consistent service levels.

**Supporting three-times the amount of data stored in the Datawarehouse would have required an increase of 20% in server capacity after 2 years. With an estimated capital cost of 10%, the net present value of these savings are estimated by \$650K**

## Increasing availability

A study by analyst group Meta found that the average cost of downtime across all industries is \$250 per employee hour. The overall of 20% response time improvement for almost 5,000 reports running daily is accumulated into reducing approximately 1,000 reporting hours monthly, totaling \$250,000 monthly cost savings.

From its investment in ActiveBase, and after only 3 months of implementation this company achieved:

- ✓ Initial hardware and software savings of \$400,000
- ✓ On-going hardware and software savings while supporting 3 times data growth - \$650,000
- ✓ **Improved monthly response time savings of \$250,000**

**Total Savings = \$1,300,000**

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## INTANGIBLE BENEFITS

### Improving business bottom line by allowing more frequent execution of churn reporting

Before ActiveBase implementation, churn reports were executed once per-day, limiting preventive actions. With ActiveBase the churn reporting was accelerated by x10 times, enabling to run them every hour – taking immediate actions while reducing churn rate.

### Blocking the ‘Query From Hell’, Offensive or ‘Run Away’ Queries

ActiveBase automatically blocks inappropriate or unauthorized queries before they reach the database and degrade system performance, return incorrect answers, or breach data security.

In addition policies keep inappropriate or runaway queries generated by novice users from slowing performance or completely blocking access for more experienced and productive users.

### Increased Understanding of User Activities and Security Compliance with Regulations

ActiveBase provides a historical perspective into who is using the database, when they are using it, what data they are using and how they are using it. This information greatly enhances the ability to manage the database environment.

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