

CLIENT	Qubole
PROJECT	Case Study: MiQ
OBJECTIVE	Demonstrate the value of the client's data lake activation platform to companies driven by consumer data

COPY EXCERPT

How MiQ Partners with Qubole to Drive Sustainable Growth for their Consumer Data-Driven Business



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http://cdn.qubole.com/wp-content/uploads/2020/06/MiQ_case_study.pdf

In mid-2017, programmatic media partner MiQ could see that their data lake ecosystem needed new capabilities to scale at par with the company's growth. They realized they needed to make changes if they were to scale cost-effectively to their own growing data needs and those of their clients.

Up until that time, MiQ had been using AWS EMR as their data platform and Redshift as their cloud data warehouse. But they were having difficulty meeting their SLAs to their user community.

"We were running into scaling issues with EMR," says Rohit Srivastava, Engineering Manager at MiQ. "Our requirements were growing, but EMR wasn't scaling. That's when we began discussions with Qubole. We had not seen a platform which offered such a rich array of technology support."

Searching for a scalable platform

Being a data-driven business, MiQ maintains an extensive data infrastructure. They were running AWS EMR, Apache Spark, Presto, Apache Hive, AWS Redshift, AWS Athena and Apache Airflow. They had shuttling capabilities and a variety of other tools. What they needed was a platform that was both scalable and responsive.

Cost was a major driver. The platform had to be economical. From 2015 to 2018 the cost of the existing platform based on EMR and Redshift had risen sharply and was becoming unsustainable. So infrastructure and revenue growth had to find balance.

"Our entire business model is data-driven," says Rohit Srivastava. "Because of this, we were very mindful of what we were spending on and what kind of ROI we needed to achieve."

MiQ decided to run a Proof of Concept—with Qubole's assistance—optimizing their four most complicated use cases on the Qubole platform across varied workloads of Hive, Spark and Presto. Within six months, Qubole had proven itself—both in terms of cost-effective scaling and in terms of allowing MiQ to meet its SLAs—for all four use cases.

"What sets John above is how he goes the extra mile. He is thoughtful and analytical in his approach. He asks important questions to drive precise messaging. John provides tangible value, without a doubt."

Kay Lawton
 Sr. Mgr., Customer Advocacy
 Qubole

MiQ signed a contract with Qubole and began full-scale onboarding of the platform in November 2018.