



Client: A global company, which was building a new mobile application, turns to CaliStream to understand their user behaviors.

Challenges:

- Lack of talent, Big Data expertise
- Collect data for 10+ Millions users worldwide
- Process over 16 Billions events/day
- Add new event's types and schema updates
- Require access to the raw data
- Data privacy & security
- Scale as needed

Solution:

CaliStream team helped the company by providing a similar and ready to use IOS & Android SDK, all without any security issue and at a lower cost.

Furthermore, thanks to CaliStream automatic schema management system, the team was able to expand the depth of the collected data, increasing drastically users behaviors analysis and understanding.

Benefits:

CaliStream team helped the company by providing a similar and ready to use IOS and Android SDK and data collection pipeline for a fraction of the cost while keeping their data safe.

The key benefits were:

- Big Data expertise and Time to market
- Data stored on the customer own S3 encrypted and protected bucket
- Ability to collect Billions of events in real-time and worldwide
- Self-Service data collection pipeline
- Native Spark/Hive integration
- Improved productivity for both the data science team and the engineering team
- Core features delivered 4 months ahead of initial delivery date
- IOS and Android SDKs
- Reduced data pipeline maintenance costs by 75%

A global company, which was building a new mobile application, turns to CaliStream to understand their user behaviors. Prior to CaliStream, the company was using a freemium solution to collect user behavior.

Problems arose when the IT security team reviewed the solution and found that customer behaviors and some potential Personable Identified Information (PII) was accidentally leaked to the free-to-use solution. Additionally, the data-science team was faced with a bigger challenge as they learned that data sent to the freemium solution for months was locked without the ability to easily retrieve the raw data.

CaliStream team helped the company by providing a similar and ready to use IOS & Android SDK and data collection pipeline for a fraction of the cost while keeping their data safe.

In less than a week, the company was collecting a super-set of the previous data with only limited changes on the mobile application and almost no Hadoop or Big Data operational knowledge.

Additionally, the IT security team approved the new CaliStream data solution, knowing that their data was safely stored on the company protected and encrypted Amazon S3 storage.

