

## COMMUNICUS CHOOSES NITROACCELERATOR TO IMPROVE BUSINESS INTELLIGENCE DATABASE PERFORMANCE WHILE REDUCING DATA EGRESS CHARGES

Communicus is a data analytics company focused on advertising research for Fortune 500 companies to ensure effective marketing campaigns. Their data scientists use business intelligence tools to analyze consumer data to target these campaigns. Because the scientists are geographically dispersed, Communicus decided to use Microsoft SQL Server hosted on Microsoft's cloud solution called Azure. Their goal is a consistent, high-performance experience for their data scientists while minimizing the cost of data charges and CPU time on Azure.

**THE CHALLENGE** Communicus moved their databases to the cloud as they transitioned from a single location to multiple locations. According to Jason Schleuter, IT Manager at Communicus, "Before we were in multiple locations, we used an on-premise SQL server that needed a big upgrade. We moved to the cloud to support the other locations and save money. We realized quickly that a 'good enough' connection to the database from other locations was not good enough."

Analyst reports commonly return massive result sets that would require several hours or even overnight to complete. This meant lost productivity for the analysts and delays in getting important answers to their customers. Communicus also had mounting costs for virtual machine time, bandwidth, and data egress charges.

They needed to balance the cloud-related costs (VMs, bandwidth, data egress) with analyst productivity wherever they are located.

**THE SOLUTION** Communicus found Nitrosphere to provide the perfect balance resulting in affordability of SQL Server hosted in an AWS virtual machine without sacrificing performance at every turn. Jason said, "NitroAccelerator makes it feel like we have a monster server in every location. Even if that office is in an airport on a public Wi-Fi... our data egress cost dropped 90% and we are able to power down virtual machines hours earlier in many cases. NitroAccelerator also improved outbound traffic bandwidth by ten times."

Communicus was up and seeing benefits from NitroAccelerator within minutes. Jason told us, "From an IT perspective, NitroAccelerator setup was extremely easy. The CPU cost for compression/decompression is negligible. We tried some tests and noticed about a 1% to 2% load on user machines and maybe 1% on the server."

Instead of needing hours or even overnight to run major extracts and queries, they were cut down to minutes. "If something runs for an hour, we all gather around to gawk," said Jason. Not only did NitroAccelerator save Communicus money on cloud charges, it brought sanity back to their analysts and, most importantly, improved their productivity. Jason concluded, "I believe that for other SMBs, this will be a game changer"

*Jason has been working in IT for fifteen years. He enjoys building with his hands as much as with his keyboard. Jason currently manages IT for Communicus in Tucson, Arizona.*