

# Extreme Customer Service



COMSCORE takes customer service to the next level via a 500% improvement in data integration throughput

## Organization Overview

comScore is a global Internet information provider to which leading companies turn for consumer behavior insight that drives successful sales and marketing strategies. Their experienced analysts work closely with clients to identify business objectives and determine how they can best apply and benefit from comScore's vast databases of consumer behavior. comScore maintains massive proprietary databases that provide a continuous, real-time measurement of the myriad ways in which the Internet is used and the wide variety of activities that are occurring online. comScore has a global cross-section of more than 2 million consumers who have given it permission to confidentially capture their browsing and transaction behavior. Through its proprietary technology, comScore measures what matters across a broad spectrum of behavior and attitudes. comScore panelists also participate in survey research that captures and integrates their attitudes and intentions. Through this approach, comScore delivers seamlessly integrated behavioral and attitudinal research that marketers have long sought. For example, comScore helps the world's leading banks, lenders, and brokers by answering questions such as: Which firms are most effective in engaging their customers

*"The performance and ease of use of DMExpress technology positively impacts our bottom line. Our analysts are able to deliver timely and accurate solutions to our clients and meet service level agreements, as DMExpress technology is able to convert raw click-stream data into valuable granular information at lightning speed"*

— Michael Brown, Chief Scientist, comScore

online — not just driving visitors but cultivating active customers? Which banking services are consumers using online, and how is that evolving? Which banks are most effective in converting their customers to use online bill-pay? Which are most successful at cross-selling credit, mortgage and brokerage services to their

customers? comScore analysts apply this deep knowledge of customers and competitors to help clients design powerful marketing strategies and tactics that deliver superior ROI. Its products and services are utilized by many of the world's leading corporations to better understand, leverage and profit from the worldwide web.



### INDUSTRY

- Data Services

### CHALLENGE

- Analysis of raw click-stream data was overwhelming; need to ensure click-stream processing
- Inability to meet internal service level agreements for analysts
- Need to design marketing strategies for clients in an accurate and timely manner

### SOLUTION

- DMExpress data integration / ETL offering
- Native source and target connectivity

### BUSINESS VALUE

- Ability to meet service agreements, and improve customer responsiveness by enabling analysts to get insights and actionable information to clients
- Provided an easy to use solution that reduces costs by optimizing commodity hardware
- Improves customer service with the ability to process 13 billion records per day

## Challenges

comScore collects terabytes of click-stream data relating to activities conducted by its 2 million panelists. The company processes over 10.3 billion new master records per week (about 8.5 terabytes of compressed data) and captures about 6.1 million unique domain names per month. The analysis of the raw click-stream data was an overwhelming undertaking as the volume and unformatted nature of click-stream data

“We saw a 500% improvement in data integration throughput after deploying DMExpress technology in our environment. Syncsort has also taken customer service to a whole new level by providing us with world-class user experiences.”

— Michael Brown, Chief Scientist, comScore

required very complex parsing techniques. Hand-coded solutions did not have the capability or reliability to effectively address this problem. Therefore, it was essential for comScore to have an efficient data integration / ETL process that was optimized for speed and performance. It was also a requirement that all click-stream processing be performed outside the database, as this would ensure the best performance, as click-stream processing is a sequential operation; Sequential data processing is a core capability of a data integration / ETL tool and not that of a relational database. In summary, comScore was looking for a data integration / ETL solution that would be able to transform terabytes of raw click-stream data into useful, granular information at astounding speeds so that their analysts could design marketing strategies for clients in an accurate and timely manner. Without a fast data integration / ETL solution, comScore could not meet its service level agreements and its analysts would not be able to get insights and actionable information to clients on time.

## Solution and Results

When evaluating solutions to overcome their challenges with processing large quantities of click-stream data, comScore was attracted by the reputation of Syncsort, a veteran provider of high performance software solutions. Syncsort had a data integration / ETL offering that ran quickly and efficiently on all platforms with native source and target connectivity to all major database vendors. comScore's processing environment is about two-thirds Windows and one-third Linux, with Sybase IQ as the database platform. comScore decided to select DMExpress technology to integrate into its click-stream processing due to the product's price-performance characteristics and high return on investment. DMExpress technology was able to parse through a vast array of raw click-stream data and perform extremely complex data transformations at remarkable speeds on commodity hardware to deliver unprecedented business value. comScore is also now considering the use of DMExpress technology as a “sort as a service” product.

## About Syncsort

Syncsort is a global software company that helps the world's most successful organizations rethink the economics of data. Syncsort provides extreme data performance and rapid time to value through easy to use data integration and data protection solutions. With over 12,000 deployments, Syncsort has transformed decision making and delivered more profitable results to thousands of customers worldwide.

**syncsort** RETHINK THE ECONOMICS OF DATA\*

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