SafePeak

EEDAR (Video game Industry) accelerates its Cloud SQL Server application, using SafePeak®.

EEDAR chooses SafePeak to help meet its goal of providing its business customers with fast information flow and meeting SLAs while running a Cloud SQL Server.

SafePeak offers a plug and play software solution to accelerate SQL Server applications on Cloud, Hosted and Enterprise environments facilitating shortest time to resolution and ROI.

EEDAR
ANALYST SERVICES

Business Challenge

EEDAR provides analytics and business intelligence in the video game industry. Its key product GamePulse™ is a research tool for understanding game titles, retail and digital sales, industry trends, advertising effectiveness, and product launch dashboards. The service provides an incredible way to look at data from dozens of partners simultaneously to provide an accurate high-level perspective on the gaming market.

The challenge: EEDAR integrates data from a large number of partners regularly and needs to be able to update and analyze gigabytes of data across all of its customer servers on a daily basis.

EEDAR customers receive results of complex analytics performed on large amounts of data requiring the use of dashboards as well as complex "deep-dive" analysis.

EEDAR must provide a great customer experience of the main dashboard system with fast response times for user dashboards and deep-dive analytic requests.

Acceleration and SLA during Peaks

EEDAR's service is performed in a cloud environment (Cloud provider: GoGrid). EEDAR easily installed SafePeak software on a virtual cloud server, which acted as an automated dynamic caching proxy between the application servers and the SQL Server. There were no software modifications required on either the application or the SQL Server database.

EEDAR did a quick configuration tuning and less than a day later delivered significant improvement of 90% in database load reduction on average and 95% at peak times, delivering the same level of SLA during peak and off-peak hours with major response time improvements. The web pages performance improvement reached 200%, cutting valuable seconds.

During business hours, SafePeak returned between 90-95% from cache (average of all databases on the SQL Server), resulting in up to 20X increase of potential throughput. During the busiest working hours the efficiency was optimal (the more users and load, the better the improvement).

Geography

Carlsbad, California, USA

Industry

Video Game - analytics and business intelligence

Business need

EEDAR integrates data from a large number of partners regularly and needs to be able to update gigabytes of data across all of its customer servers on a daily basis.

EEDAR customers receive results of complex analytics performed on large amounts of data requiring the use of dashboards as well as complex "deep-dive" analysis.

EEDAR must provide a great customer experience of the main dashboard system with fast response times for user dashboards and deep-dive analytic requests.

Solution: SafePeak

SafePeak: A plug and play automated dynamic caching solution for Cloud, Hosted and On-premise SQL Server applications.

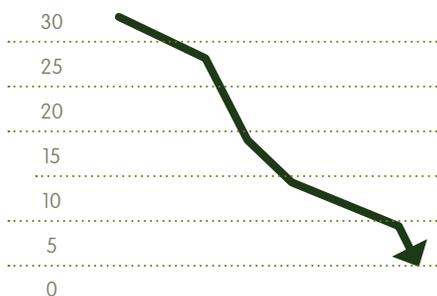### Product used

SafePeak®1.3.7

Results

SafePeak accelerated EEDAR's Cloud SQL Server application, reduced the load on its database and provided insurance against spikes of load and degradation of performance during peaks of hours or days.
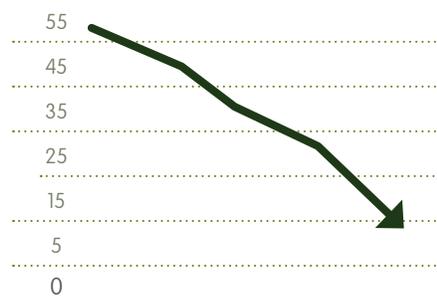
More detailed results and figures on page 2

| 00:02 sec. | Response time of complex SQL queries: From 5-30 seconds to few milliseconds. |
| 00:02 sec. | Response time of complex web pages: From 45 seconds per page to 15 seconds or less. |

Results

▸ Load on SQL Server was cut on average by 90% and 95% at peaks due to SafePeak caching, upgrading its throughput abilities by 10-20x.

▸ Improved response time of complex SQL queries to a few milliseconds which were originally 5-30 seconds.

▸ Improved response time of complex web pages from 45 seconds per page to 15 seconds or less, resulting in 200% acceleration.

▸ Achieved significantly better customer satisfaction as reported by customers.

> "Caching is essential for a product with a significant amount of data volume and numerous queries. Instead of building our own complex caching strategy, SafePeak offers us an "out-of-the-box" solution. By using SafePeak, we instantly improved our application performance, reduced the response time by 66%, delivering acceleration of 200% and freed up programmer time to work on other customer activities."
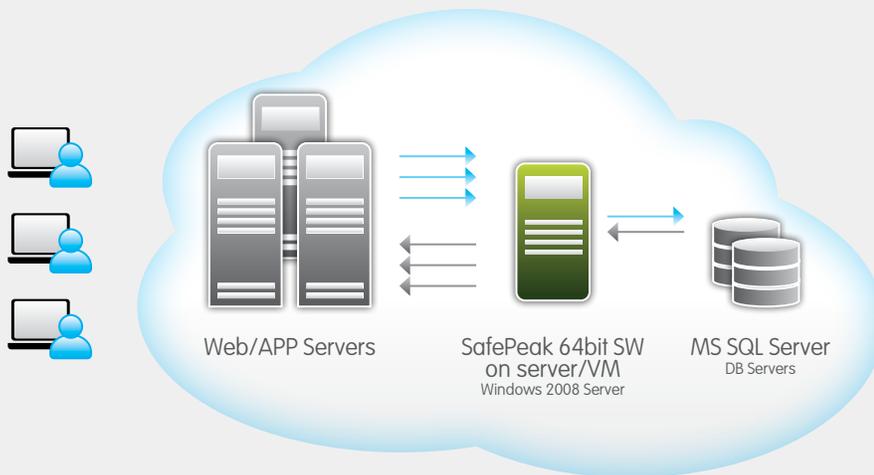>
> **Ted Spence, CIO, EEDAR**

About EEDAR

EEDAR is the largest specialty video game research firm in the world. The company provides analytics and business intelligence in the video game industry. EEDAR's key product is a service called GamePulse™, a research tool for understanding game titles, retail and digital sales, industry trends, press and critical response, advertising effectiveness, and product launch dashboards. The service provides an incredible way to look at data from dozens of partners simultaneously and to provide an accurate high-level perspective on the gaming market.

Web/APP Servers   SafePeak 64bit SW on server/VM Windows 2008 Server   MS SQL Server DB Servers

About SafePeak®

SafePeak Technologies delivers immediate, plug-and-play, performance acceleration and scalability enhancement solutions to increase efficiency and performance of existing cloud, hosted and enterprise data center SQL Server applications. SafePeak®, an Automated Dynamic Caching solution, accelerates data access speeds to microsecond levels while cutting database load by orders of magnitude. No changes are required to applications, databases, queries or stored procedures. SafePeak is installed in minutes on a virtual cloud server, fine-tuned in hours and the improvements are applied to all parts of any existing application.

Founded in 2007, SafePeak has offices worldwide and delivers solutions to address unique cross-industry challenges in IT departments.

SafePeak

To learn more about how SafePeak can help accelerate your business, visit www.safepeak.com or call 1.800.985.9587
SafePeak® is available for free download and trial:
www.safepeak.com/download