

Blyond has implemented a BI & Analytics solution for Celltick

Despite the fact we are in the “Big Data era”, many companies still do not utilize their data assets to their fullest. In this era, companies and organizations should be well aware that they can gain a significant competitive advantage by using their data, since the required technologies are available, mature and not expensive.

Celltick is an excellent example of a company that took the extra mile towards becoming a true Data-Driven company.

We are proud to be a part of this important effort, as Blyond was chosen to lead this journey alongside Celltick, starting from mapping the requirements (business & technology) into a full Roadmap plan, and following the successful implementation project itself.

The Challenge

Celltick is a market leader in mobile marketing. Two of its major products - Start and Livescreen – are distributed by tens of operators and mobile phone manufacturers and have over 150M users across the globe. This accumulates to a massive amount of data of various types, which can be used to improve Celltick’s products and for commercial management.

In the past, Celltick had an internal home-grown BI solution, which did not cover the growing business needs and did not conform with the standards of a Big Data solution. Management knew the company needed a modern Big Data solution, which will collect, process and visualize all that data. The solution was meant to cover both internal external use (i.e. distributors/partners worldwide), while improving and stabilizing the data flows, enabling in-depth analysis of the data, and more.

The Solution

The new Data Analytics solution was built on Amazon Web Services, using state-of-the-art Big Data technologies: Amazon Redshift, Amazon Data Pipeline, EMR and more. Tableau was chosen to be the data visualization tool on top of AWS Redshift.

This technology stack took into account three major concerns:

- flexibility
- Scalability
- cost

The solution supports reports and dashboards for business users and deep data analyses for Celltick's analytics team. It enables a clear and up to date representation of the company's products usability, including revenue breakdown between company and partners, etc.

The Results

According to Amit Gil, Celltick's CTO:

"It was clear to us that our data, collected by our products, is valuable and is an important asset. This was the motivation to go ahead and proceed with a BI project – lead by Blyond's experts. The new solution covers all aspects of the business needs, both internal and external, making sure our service is much more efficient in terms of cost and resources. In the future, this solution would also serve as a foundation for additional, more complex data analytics processes, which would be required by future needs".