

Solution brief

SingleStore for Media + Telecommunications

Unlock the power of real-time linsights with SingleStore

Media and telecommunication businesses are growing at an exceptionally fast pace, making it difficult for them to keep up with emerging real-time requirements for user engagement. As data sizes grow exponentially, it becomes extremely complex to analyze and unlock the most valuable insights from the flood of raw data.

For example, we are already seeing huge demand to use the data-intensive 5G platform for service delivery. In manufacturing, media and entertainment, IoT, health care and other industries, adoption of the 5G platform is expected to be a game changer. The enhanced efficiency and performance of the 5G platform can enable digital transformation, at reduced cost and with improved agility.

Enterprises offering streaming video platforms want to improve their Quality of Service (QoS), without compromising the ability to deliver real-time insights and advanced, predictive analytics. Improved QoS and Quality of Experience (QoE) — inherent in 5G — provides the rich flow of data needed for a whole new generation of media and telecom services. A key component to deliver success is real-time monitoring and responsiveness to user behavior across all channels, with sub-second latency. SingleStore simplifies data infrastructure by providing a cloud-native, converged data platform that can collect and analyze data from millions of devices and users in real time.

Real-time predictive analytics in a single system	Scale-out architecture + in-memory technology	Ultra-fast performance with high concurrency	Derive insights on rapidly moving data

Advertising analytics

Digital advertisers need to know their advertising performance in real time to optimize results for campaigns and spend by customers.

- **Sophisticated SQL**. Easily build sophisticated queries with ANSI SQL
- **Scale reliably**. Scale sophisticated analytics to thousands of end users
- **Single-database system.** Simplify complex data architectures

Media monitoring + diagnostics

Video streaming requires excellent service delivery to meet customer expectations and remain competitive.

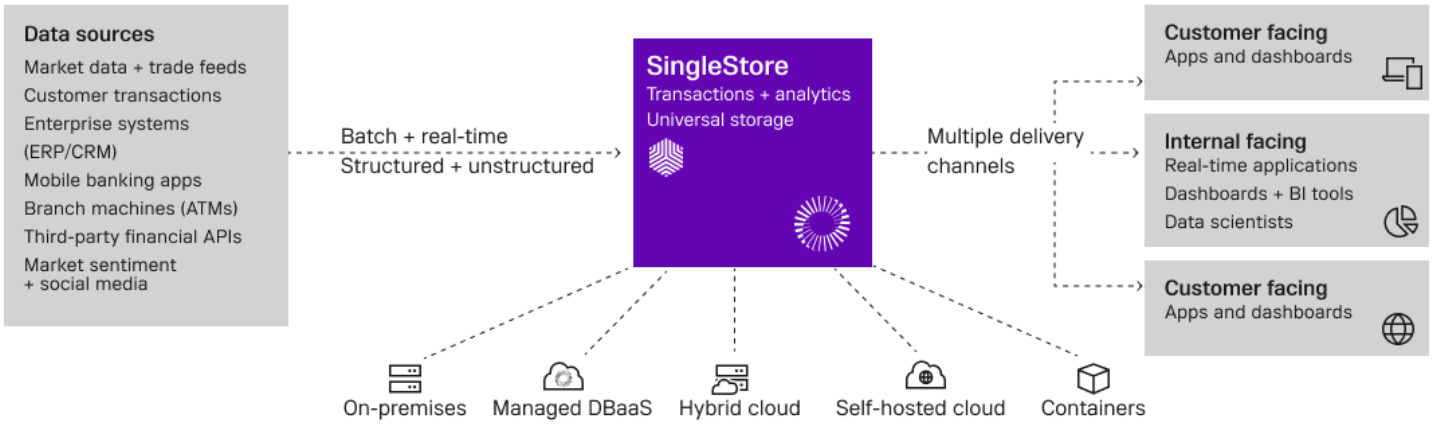
- **Single platform.** Real-time data ingest while delivering live SQL queries
- **Industry standard hardware.** Reduce TCO with commodity hardware
- **Operational 24/7.** Delivers reliability around the clock

Content personalization

Improves customer interactions and drives revenue, but only if the material is accurate and available at the point of engagement.

- **Real-time ingest + queries.** SQL ensures latest events are calculated
- **MySQL wire protocol.** Interoperate with existing apps and platforms
- **Integrated platform.** Simultaneous transactions and analytics

Fastest event-to-insight performance: Ingest, analyze, search + serve



Key outcomes with SingleStore

Low-risk migration strategy, from legacy to modern	Higher performance and easy scalability using commodity hardware	Enable modern sources like Kafka/S3 and delivering predictive analytics natively	Far less complex than legacy platforms	Reduce costs up to 3x

Global leaders choose SingleStore

TOP 5 US TELCO COMPANY	A Top 5 U.S. Telco Company saw 100x faster queries using SingleStore's simplified data architecture, while making setup and admin tasks easier to manage. By leveraging relational ANSI SQL, they were able to go live faster and accelerate ROI, without costly add-ons.
truedigital	True Digital Group tapped SingleStore to flatten the curve of COVID-19, delivering stream processing for 500,000 anonymized location events per second from more than 30 million mobile phones, automatic alerts and interactive geospatial drilldown. Read case study >
COMCAST	Comcast leverages SingleStore to track real-time analytics on video player data — including frame rate changes, buffering and other media delivery metrics. With SingleStore, Comcast can proactively diagnose potential issues from real-time intelligence and deliver the best possible video experience. Read case study >
pandora®	Pandora uses SingleStore to query hundreds of billions of rows in a dashboard and uses real-time analytics for determining the effectiveness of campaigns by collecting and analyzing advertising data from user interactions and demographics. Read case study >