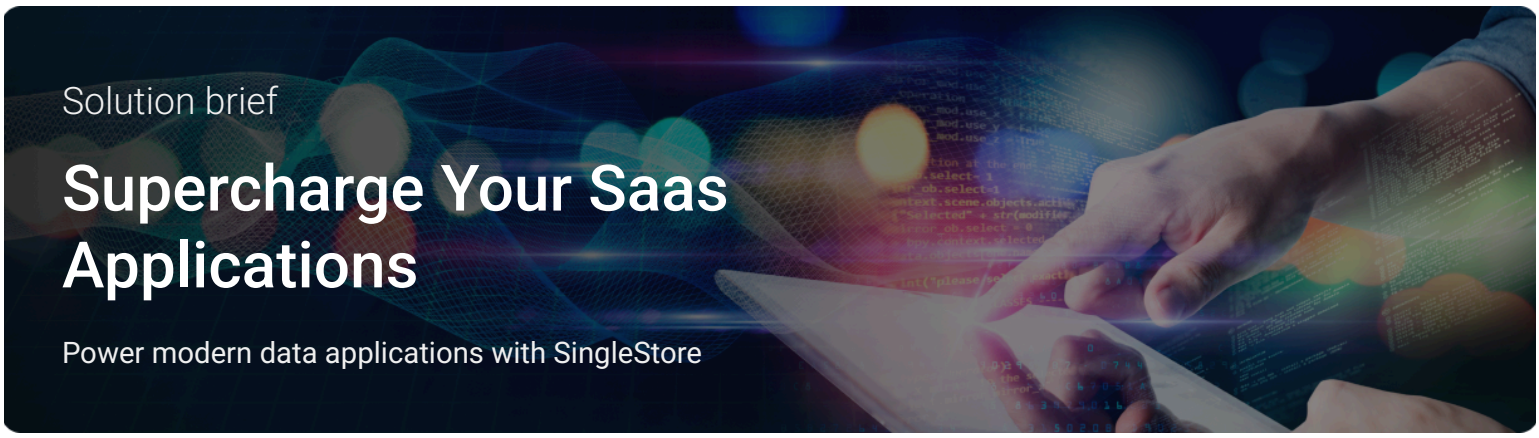


Solution brief

Supercharge Your Saas Applications

Power modern data applications with SingleStore

Modern SaaS applications are ubiquitous, powering every segment from fintech, adtech, martech and gaming to enterprise applications for real-time portfolio analytics, supply chain analytics and wealth management. Today, these interactive SaaS applications power unique real-time digital moments, from the “can’t wait” business analytics to the “won’t wait” customer experiences. Modern SaaS applications are data intensive in that they need to offer fast, interactive digital experiences for thousands — or hundreds of thousands — of users on-demand everywhere. And when it comes to powering these real-time applications, your underlying data engine makes all the difference.

However, most organizations start with first-generation open-source single-node databases to power their SaaS applications, quickly running into performance bottlenecks as analytical demands grow, or as the application needs to scale. MySQL and PostgreSQL are the most widely adopted and popular open-source databases on the planet — and developers love them for their reliability and ability to get started quickly and cost-effectively. However these technologies are not built to handle analytics and are based on legacy single-node architectures; as operations and data start to scale, their performance quickly deteriorates, leading to sluggish event-to-insight response times and rising costs. Moreover, they are not optimized to handle the high throughput streaming ingestion, low-latency analytics and concurrency needs that digital disruptors demand.

Key challenges with legacy gen-1 data engines

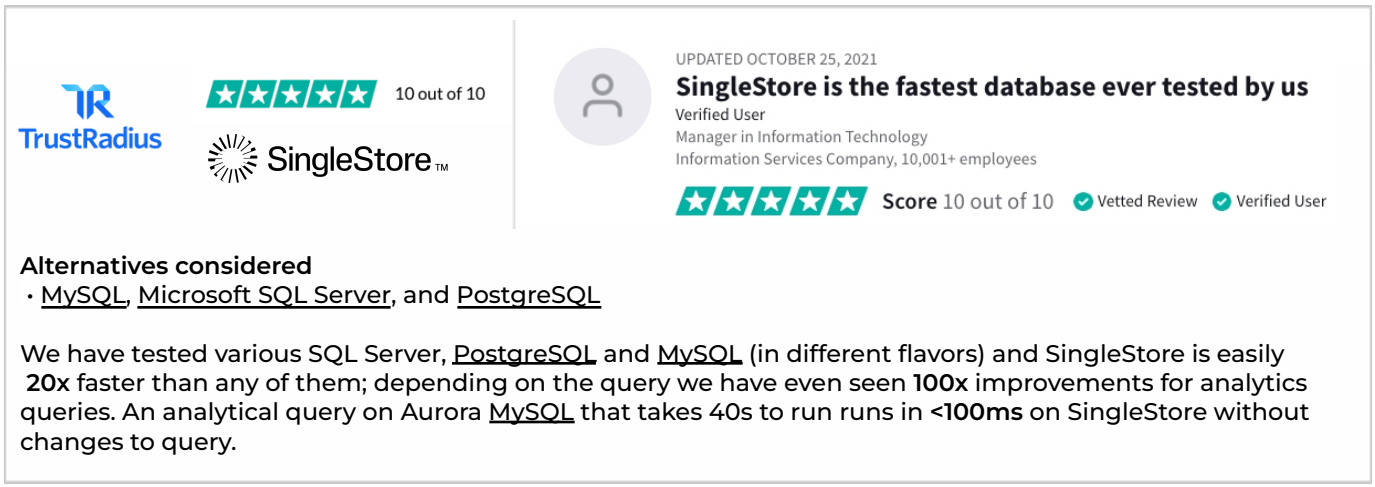
Streaming ingestion	**Low-latency query performance**	**Challenges with scaling**	**Minimal analytical capabilities**

Modern SaaS applications need to be able to drive fast, interactive analytics on operational data in real time. SingleStore provides a modern, distributed database that unifies transactional and analytical workloads to power modern SaaS applications — empowering you to break through the performance bottlenecks of single-node databases with an infinitely scalable, distributed system.

Why SingleStore

20-100x faster performance	**Bring real-time analytics to apps**	**30-50% lower costs**

Actual Customer Review



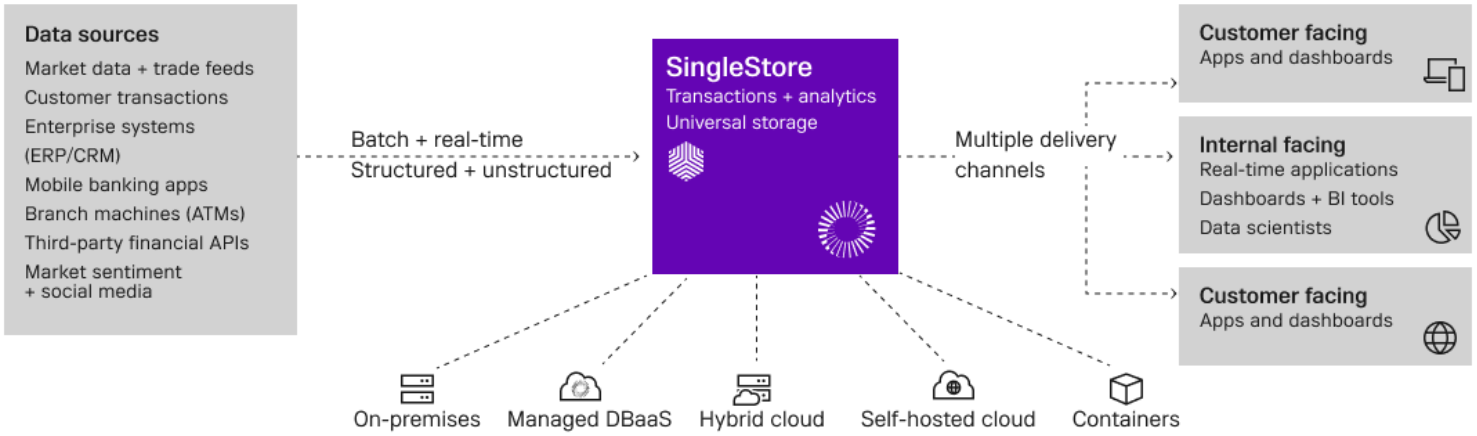
SingleStore for powering your SaaS applications

SingleStore powers fast modern applications for over 100 leading SaaS players and Tier-1 enterprises around the globe. SingleStore can effectively replace the need for multiple data engines to power your SaaS applications by enabling ultra-fast ingestion, super low-latency queries and multi-model support with unlimited storage. Customers can deploy SingleStore in any of the leading cloud environments including AWS, Azure, GCP or in a hybrid mode.

Key attributes for modern SaaS apps	SingleStore key capabilities
Power fast, interactive data experiences	Distributed SQL platform bringing together fast transactions and analytics in the same engine in real time, with no data movement. See recent TPC Benchmarking results
Access to real-time data	Parallel streaming ingestion up to millions of events/second using Pipelines, together with super-low latency queries
Scale effortlessly	Infinite elasticity to scale your applications including scale-out HTAP, with separation of storage and compute (Unlimited Data Storage)
Handle any data, run anywhere	Multi-model; support multiple data types (JSON, time-series, geo, full-text search, relational) and run in multi-cloud or hybrid-clouds
Resiliency + recoverability	Best-in-class resiliency to power enterprise apps including High Availability, Disaster Recovery, Limitless PITR and Multi-AZ failover
Frictionless developer experience	Simplicity and programmability including MySQL wire protocol and connectors to Spark, Kafka and dbt to quickly launch new apps

Start free with SingleStore today: singlestore.com/cloud-trial.

Using SingleStore to turbocharge your SaaS apps: Ingest, analyze, search + serve



Key outcomes with SingleStore

Distributed architecture to power fast, interactive SaaS apps with infinite scalability	High-scale streaming ingest at millions of events/ sec	Blazing fast queries with sub-second latencies	Transactions + analytics in the same engine to power real-time applications and analytics	Easily scale for thousands of real-time complex queries across millions of users

Global leaders choose SingleStore

IEX Cloud: IEX Cloud aimed to build a financial data delivery platform to make financial data more accessible to developers, investors and other fintechs in real time. IEX Cloud migrated their platform to SingleStore to drive 10-15x improvement in speed. ETL process execution time dropped from days to minutes, handling up to 800k events per second. Using SingleStore, IEX Cloud is able to process over 2.5B API requests daily with an 8ms average response time.

Fathom Analytics: Fathom built the world's fastest website analytics platform offering a simple, privacy-first alternative to Google Analytics. SingleStore enabled fast ingestion, high-performance queries and real-time analytics through a fully managed, unified database-as-a-service supporting millions of real-time queries across thousands of users. Fathom drove 1,000x improvement in query performance and reduced their database total cost of ownership (TCO) by up to 60%.

Ant Money: A finance platform that helps people open investment accounts and enables users to generate micro-income that can either be saved or invested in the stock market. With SingleStore, they saw a 60x improvement in data freshness and performance in real time — and drive up to 11x higher engagement and up to 4x increase in CLV with an interactive and responsive platform.

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