

# Blending Big Data Analytics with Business, Productivity, and Collaboration Apps in the Cloud



## Business

- Popular cloud-based applications for business, productivity and collaboration

## Challenge

- To provide a diverse customer base with fast, easy and affordable access to data analytics and reporting integrated with business productivity and collaboration apps

## Outcome

- A fast and affordable data analytics platform integrated with key business apps in the cloud. Ability to generate ad hoc queries and reports for 500,000 customers generating 5 million reports and dashboards

Zoho business, productivity and collaboration applications are favored by more than nine million customers worldwide who want a convenient way to manage key business processes online and on the road. The company's more than 25 apps for Customer Relationship Management (CRM), Email, Office Productivity, Project Management, Invoicing, Web Conferencing, and other business functions are delivered efficiently and affordably as cloud-based services.

The company also offers Zoho Reports, an integrated online reporting and business intelligence (BI) service. The growth of its customer base and the volume of online business interactions led to rising demand for this reporting service. When it was clear that a new database platform was needed to support this growth, Zoho decided to evaluate alternatives on the market.

## Easy, Affordable Big Data Analytics

Zoho identified its top three requirements as big data analytics capabilities, ease of use, and affordability. The Zoho IT team selected the Actian Analytics Platform™ and the Actian Vector Analytics Database as the clear winner in a comparative evaluation of traditional relational databases and analytic database solutions.

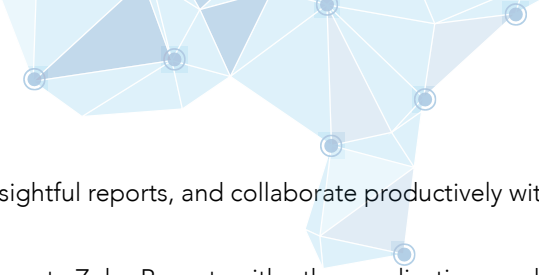
Actian Vector proved in performance tests that its multi-tenant, massively parallel processing database architecture and columnar database orientation could meet Zoho's broad business requirements, including complex analyses of large data sets in an on-demand SaaS environment.

Today, Actian Vector powers the cloud-based reporting and analytics capabilities of Zoho Reports and Premium Reports services for more than 500,000 customers who generate an estimated 5 million reports and dashboards.

According to Clarence Rozario, Senior Product Manager at Zoho, "Our past experiences with relational databases often involved major limitations that prevented us from meeting our customers' big data needs. Actian Vector was the only solution to combine the exceptional performance and manageability we require with the affordability our customers demand."

## Collaborative Reporting, More Meaningful Insights

Actian Vector provides Zoho with flexibility to integrate data analytics, BI and reporting services while also improving operational efficiencies. Zoho Reports users now find it easy to upload all of their data from any source.



And they can build dashboards, generate insightful reports, and collaborate productively with their colleagues online.

The Actian platform makes it possible to integrate Zoho Reports with other applications and data from sales, finance, customer support and marketing programs so users can track key performance indicators (KPIs) and make business decisions based on richer analysis and more meaningful insights.

---

## Generational Leap in Analytic Performance

Actian Vector is ideal for BI, reporting and analysis because it accelerates time to insight. Vector is designed from the ground up to remove the performance bottlenecks so often encountered when using relational databases. Rather than burdening database administrators with extensive or ongoing database tuning, performance is achieved by unlocking performance features already available in modern CPUs.

**Vector processing** – a patent-pending Actian technology whereby a single instruction can be performed across data sets

**Column-based storage** – disk I/O is minimized by accessing only relevant data

**On-chip cache computing** – data processing on chip cache is 100x faster than in RAM

**Smarter compression** – compression is performed inside the CPU for maximum throughput

**Parallel execution** – data is processed in parallel using any number of CPU cores



[www.actian.com](http://www.actian.com)

500 Arguello Street, Ste. 200, Redwood City, CA 94063  
+1.888.446.4737 [Toll Free] | +1.650.587.5500 [Tel]



© 2014 Actian Corporation. Actian, Big Data for the Rest of Us, Accelerating Big Data 2.0, and Actian Analytics Platform are trademarks of Actian Corporation and its subsidiaries. All other trademarks, trade names, service marks, and logos referenced herein belong to their respective companies. (CS16-0514)