Redshift Powered Business Reporting

Customer: Connectandsell

Customer Engagement

Connectandsell is a fast-growing SaaS based cloud telephony platform for sales teams. Connectandsell's business reporting was running on MS SQL Server. At higher volume, the database was not able to support multiple threads and hence the customer had issues in generating the business reports.

Problem Statement

Powerupcloud proposed Amazon Redshift based solution which will help them run a centralized data store and the advantage of a high scalable DWH. The front-end runs in auto-scalable web-app layer while there is an intermediate API layer which speaks to Redshift in the backend.

Outcomes

Moving to Amazon Redshift helped Connectandsell to have more control on the data reporting platform and their reports were generated in time without any delay.

Lessons Learned

The challenge in this project was to support the sudden spike in report generation which their existing MS SQL Server based data warehouse couldn't do. Redshift solved the problem effectively with its ability to scale up during spike.