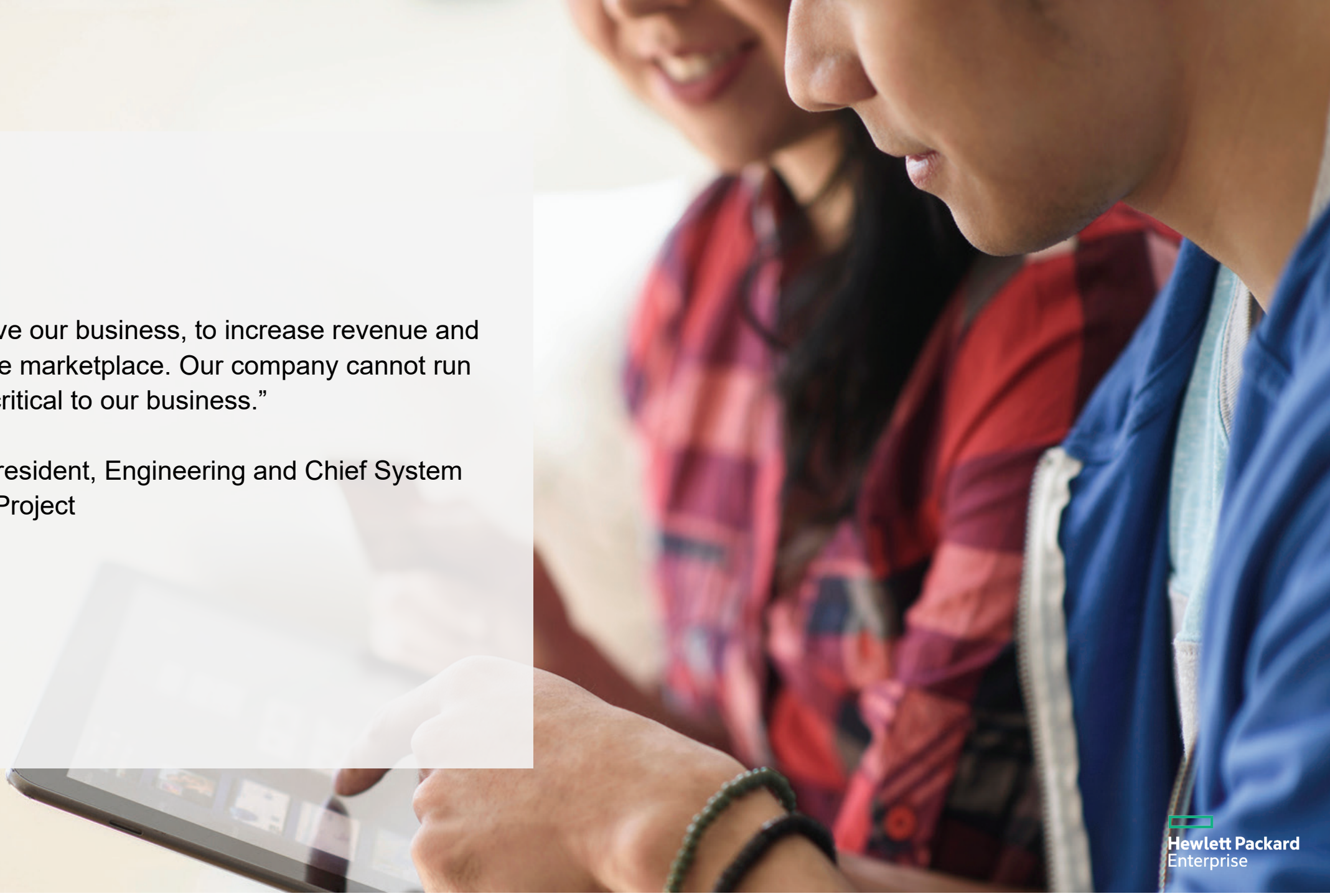




“We use data to drive our business, to increase revenue and do a better job in the marketplace. Our company cannot run without MapR. It’s critical to our business.”

– Jan Gelin, Vice President, Engineering and Chief System Architect, Rubicon Project





Rubicon Project automates the selling and buying of online advertisements. Rubicon Project's automated advertising platform performs 125 billion real-time auctions per day. Its customers include eBay, TIME, ABC News, and the Wall Street Journal.

Challenge: Stability and scale to accommodate expansion

Rubicon Project generates around 4.0 PB data a day, all needing to be managed and analyzed. It wanted to move to a fault-tolerant, mission-critical Hadoop production system to accommodate rapid growth. It needed high availability of services, data protection, and disaster recovery.

Solution: A critical piece of day-to-day operations

- HPE Ezmeral Data Fabric* is selected as the core Big Data platform
- Features high availability, data protection and recoverability, and advanced monitoring, as well as addresses disaster recovery with automated failover

Results: Data to deliver competitive advantage

- Creates a centralized data source for entire development team
- Supports industry-standard APIs such as NFS and open database connectivity
- Allows Rubicon to monitor revenue/server
- Drives continued innovation on new data analytics tools

* Formerly MapR Data Platform