

Kforce Delivers Key Technology Services for Data Monetization Platform

Customer Profile

An American multinational telecommunications conglomerate

- Over 100 million customers
- Over \$150 billion in revenue

Kforce helps customer create new revenue streams with a scalable, cost effective big data platform.

Challenge

An American multinational telecommunications company sought to monetize massive amounts of data collected from customer viewing patterns, but lacked a scalable and cost-effective big data platform to achieve their business goals.

Solution

Kforce collaborated with the customer to design and build a full scale data management and content analysis platform. We leveraged open-source platforms and cloud technologies to avoid costly licensing fees. This included in-memory database design to maximize performance, a cloud-hosted web service implementation to handle peak loads, and high-availability monitoring tools.

Outcome

Our technical solution accelerated the launch of the platform by 77 percent, while maintaining stability and capacity for growth. The new revenue streams have enabled the customer to seize upon business initiatives previously unavailable without the platform solution in place.

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20+
year partnership

Challenge

An American multinational telecommunications conglomerate needed to develop an advertising information platform to monetize the data they collect from customer viewing patterns. The customer is adopting a big data platform to handle the massive amount of data gathered from Ad-Routers located across the country.

Their goal is to use their own open-source technologies such as MariaDB®, Apache Cassandra® and Java to build a cost effective, data capture, management and service infrastructure that can effectively leverage commodity hardware. This would enable them to move away from the performance limits and high licensing and maintenance costs of tools like Oracle, WebLogic Server, Informatica and related licensed based Application Programming Interface (API).

The customer's internal team lacked the technical skills and the availability to handle the initiative.

Solution

With a 20+ year partnership and proven track record of success, the customer looked to Kforce to deliver the necessary level of talent.

Kforce leveraged our proven performers who could create a full-scale data management and content analysis platform. Using our expertise we built an open source database with Cassandra and a Java-based Ad-DMP (Data Management Platform) service, the initial version of which is currently in testing phase.

To date, Kforce has completed:

- Designed, developed and tested Oracle PL/SQL package with specific procedures for the new web service Interface.
- Designed and developed Java-based (Servlet with JBoss Server) load balancer health check. (This helps in continuously monitoring various web services as they deploy on the new JBoss environment.)
- Independently researched and created the proof of concept for the new Derby in-memory database that was adopted as part of the new web services interface.

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Solution (continued)

- Upgraded complete JBoss infrastructure to its latest version. (This was released as a new tool/feature and gradually the team moved various web services to this new environment/version.)
- Designed and developed Java-based web service on open source Eclipse Jetty web server and Cassandra, for new Ad-DMP web services. (This was designed for high throughput of about 200,000 requests per second during peak time. The new Ad-DMP was flexible enough to be deployed on Amazon's Elastic Cloud Computing Platform, taking advantage of the customer's spare capacity of Amazon Elastic Compute Generation 2 cloud services. This move will significantly reduce resource costs and thereby eliminate the need for hardware upgrades. The cloud-based approach will also significantly reduce the costs of deployment and maintenance.)

Currently, Kforce is focused on the new advertising information platform. The customer is developing a full-scale data management and content analysis as a set of batch, back-end and web services applications. Kforce supported a database and Java development, as well as Cassandra Big Data platform configuration and Java interface development. Initial Cassandra tests are completed and we have demonstrated many of the Java Cache features to the team.

This project will cater to the customer's advertising clients who will want to purchase specific content. The performance of this product will be a key feature.

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Outcome

Our technical solution accelerated the launch of the platform by 77 percent, while maintaining stability and capacity for growth. The customer is impressed with the progress and performance of the Cassandra database to date—which enabled the sunset Oracle solution and its high cost and licensing fees. The new revenue streams have enabled the customer to seize upon business initiatives previously unavailable without the platform solution in place.

About Kforce

Kforce is a leading Technology and Finance & Accounting professional staffing services firm with a national network of over 60 offices, two National Recruiting Center locations in Tampa and Phoenix and more than 2,000 staffing specialists. Annually, we engage over 23,000 highly skilled professionals in both flexible assignments and direct hire placements with more than 4,000 customers of all sizes, including 70% of the Fortune 100.