

Industry

Large mobile telecommunications company sponsoring an international sporting event

Solutions Addressed

- Lowest latency processing
- Enhanced transaction processing
- Massive scale online transaction processing (OLTP)
- Dynamic data transaction personalization
- Right-now analysis
- Real-time dynamic data value
- Interactive content delivery
- Data visualization

XPRESSmp Use

- Massive ingest and scale to support entire mobile network
- Apply queries against incoming data
- Push broadcast to users, from thousands to millions of devices
- Data optimization/visualization

Results

- Competitive differentiation with increased/monetized user engagement opportunities
- Lower network cost and overhead with push broadcast
- Continuous connection provides instant content delivery

Using XPRESSmp™ for Enhanced Location-Based, Social Media, and Interactive Mobile Applications

Business Requirements

- Build interactive social content delivery platform for mobile carrier network with differentiated application delivery
- Leverage a unique event to keep users engaged on the network and on devices—without putting a toll on the network

The Story

A large mobile telecommunications company sponsoring an international sporting event in Europe that will attract a large on-site and television audience needs to create a targeted platform with unique applications to engage its user base and attract new subscribers. The goal is to provide real-time user experiences while keeping network overhead low and being able to scale. uCIRRUS has developed a platform powered by XPRESSmp with several application options. The platform leverages the extremely low latency ingest and processing capabilities of XPRESSmp, its massive scalability, and its unique push broadcast engine.

XPRESSmp powers “right now” applications for the company by ingesting event streams from across the Internet (news, RSS feeds, social networks) and delivers content continuously to subscribers, who interact with the data dynamically. They can set up content preferences and modify the preferences as they receive streaming content. XPRESSmp enables streaming delivery and personalization of media content, such as uploading event photos to the carrier’s cloud, and can apply simultaneous queries for auto-tagging, sharing, and syndicating to other locations.

By interfacing with a sentiment analysis application, XPRESSmp applies immediate SELECT queries on the content of event streams to calculate the “mood” of the sporting event. This sentiment value (positive, negative, neutral) is delivered to users via a dynamic interface such as device wallpaper that changes color or pattern to reflect, in real time, the mood of the sporting event audience and social media stream.

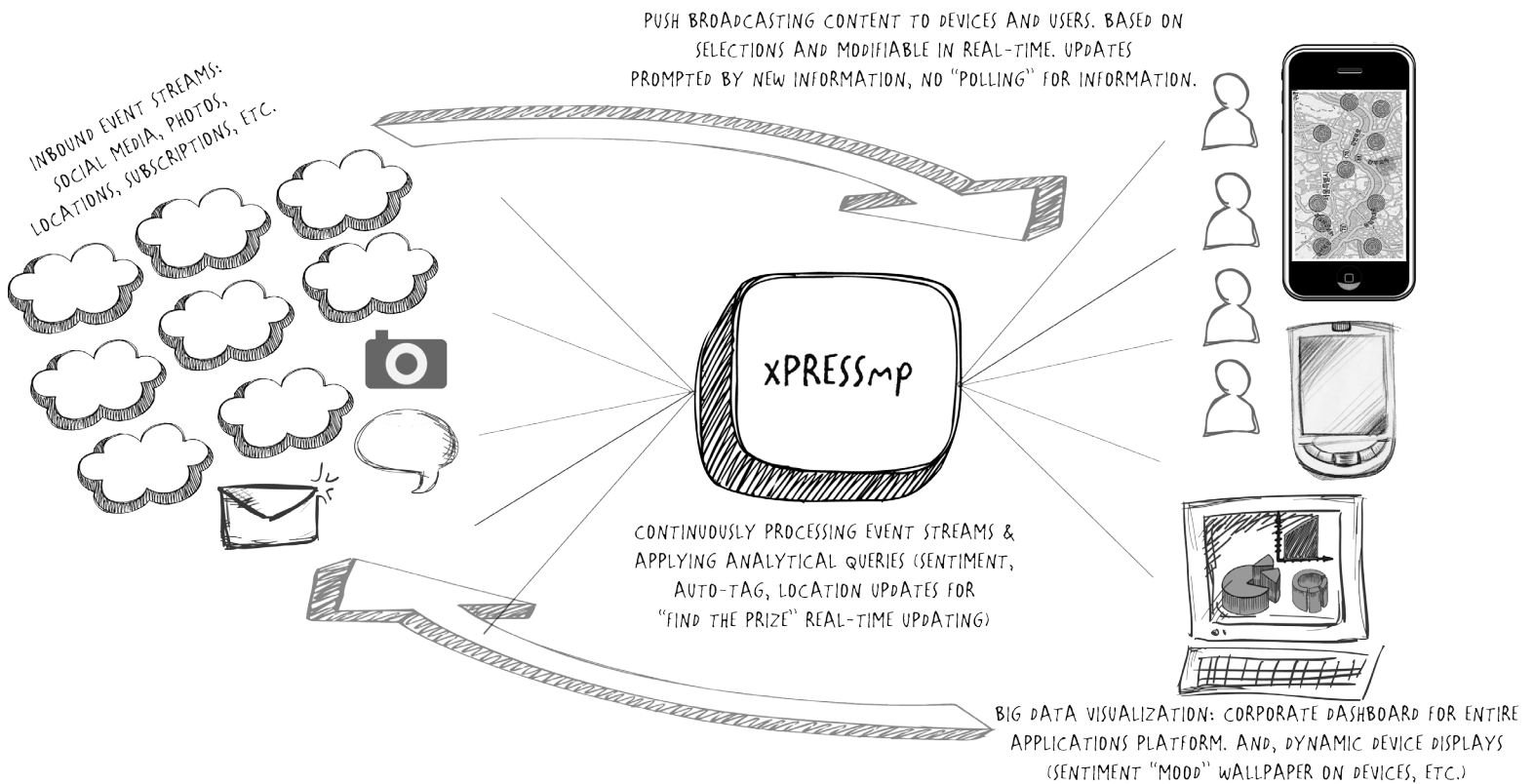
XPRESSmp also leverages the mobile carrier’s location-based data to create a real-time, multi-user application where participants compete to “locate and catch” a high-value grand prize (such as a car) as it moves around the event’s host city. Locations of all players and the prize are streamed in real time to user devices, and the user closest to the prize at the end of the game wins. Thanks to the push broadcast capability of XPRESSmp, devices do not need to poll the network for updates on player/prize location. Instead, when data is asynchronously updated, XPRESSmp pushes an update to devices. This keeps the load on the network extremely low and enables a continuous connection.

XPRESSmp provides a complete platform visualization dashboard so the company can monitor the interactive applications from a single, centralized viewing display.

- + Accelerate.
- + Time-Critical.
- + Dynamic Data.

Xpressmp Use

- Massive ingest and scale to support the entire mobile network
- Apply queries against incoming data
- Push broadcast to users, from thousands to millions of devices
- Data optimization and visualization



Results

- Enable competitive differentiation
- Increase/monetize user engagement opportunities
- Lower network cost and overhead with push broadcast capabilities
- Increase targeted advertising revenues
- Continuous connection provides instant content delivery



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Xpressmp™: In-Memory Processing for Time-Critical Big Data. Only from uCIRRUS.