

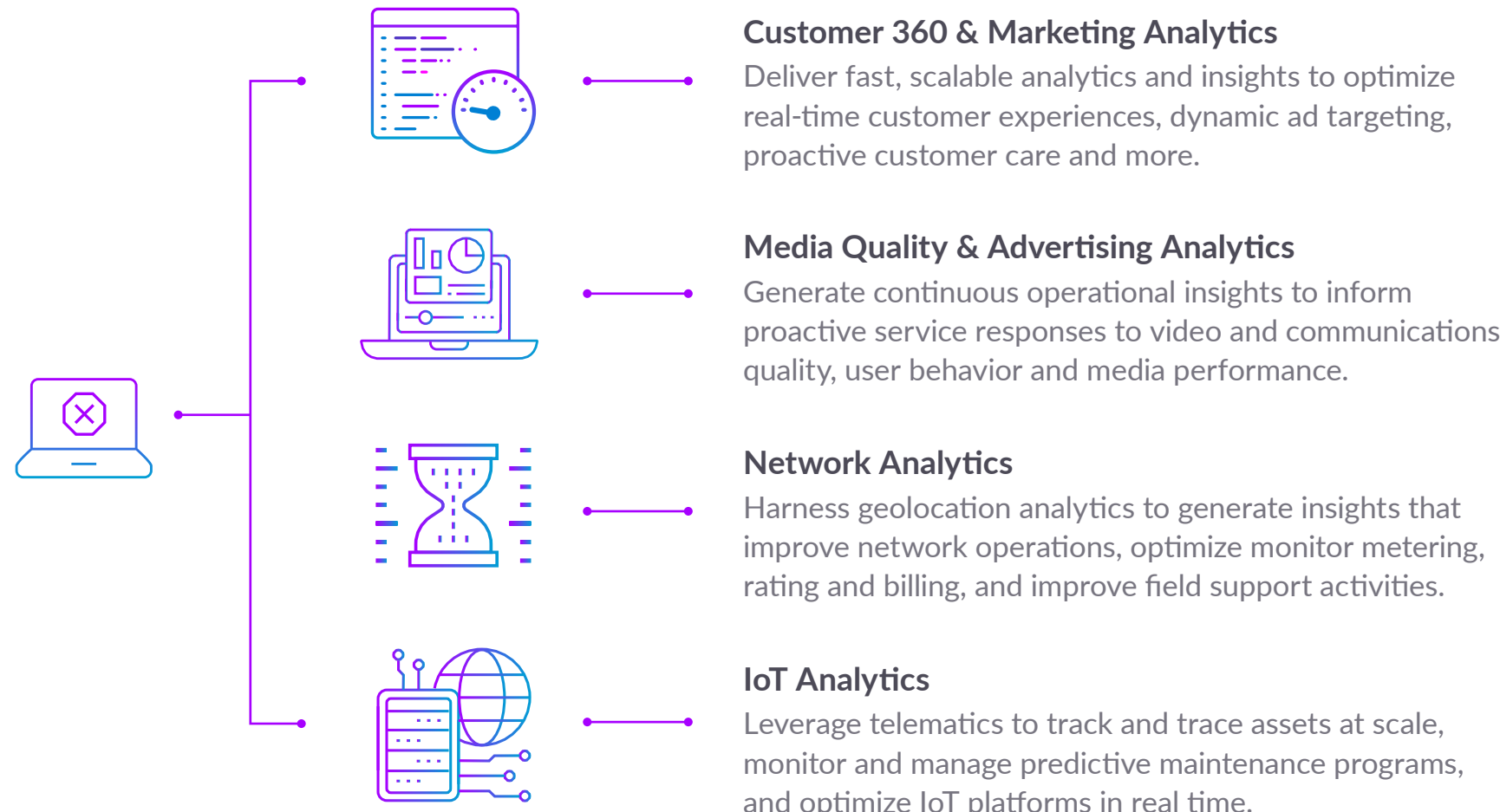
# Ignite Media & Telecommunications with Real-Time Data

Breakthrough Technology Accelerates Organizational Speed, Scale & Simplicity

## It's Time for a Modern Data Infrastructure

Media and telecommunications enterprises are growing fast. As the number of users and data volumes increase, these companies are challenged to keep up with the instantaneous data requirements their users increasingly expect. To remain competitive, media and telecommunications providers must be able to collect real-time data — and transform it into immediate insights.

Today's most successful media and telecommunications use cases highlight the need for a modern database capable of powering:



## SingleStoreDB Powers Data-Driven Innovation

### Revolutionize Media & Telecommunications with Real-Time Data

SingleStoreDB is the first modern relational database that enables media and telecommunications companies to simplify their data architectures while delivering the ultra-fast speed, elastic scalability and organizational simplicity needed to create breakthrough experiences.

With SingleStoreDB, media and telecommunications companies can collect and analyze data from millions of devices and users in real time, serving actionable insights across internal and external applications, dashboards and platforms. SingleStoreDB also provides the backend stability needed to continuously support your business, even during periods of high volatility.

**100x**  
Improvement in Network Analytics Performance

**75%**  
Cost Reduction and Overall Lower TCO

## Powering Real-Time Use Cases for Industry Leaders & Disruptors

Proactive customer support

Real-time network analytics

Dynamic ad targeting

Real-time recommendations

Streaming media quality analytics

Geolocation analytics

Real-time asset track-and-trace

Predictive maintenance

IoT platforms

COMCAST

Tier - 1 US Telco

hulu

SiriusXM

pandora®

stc

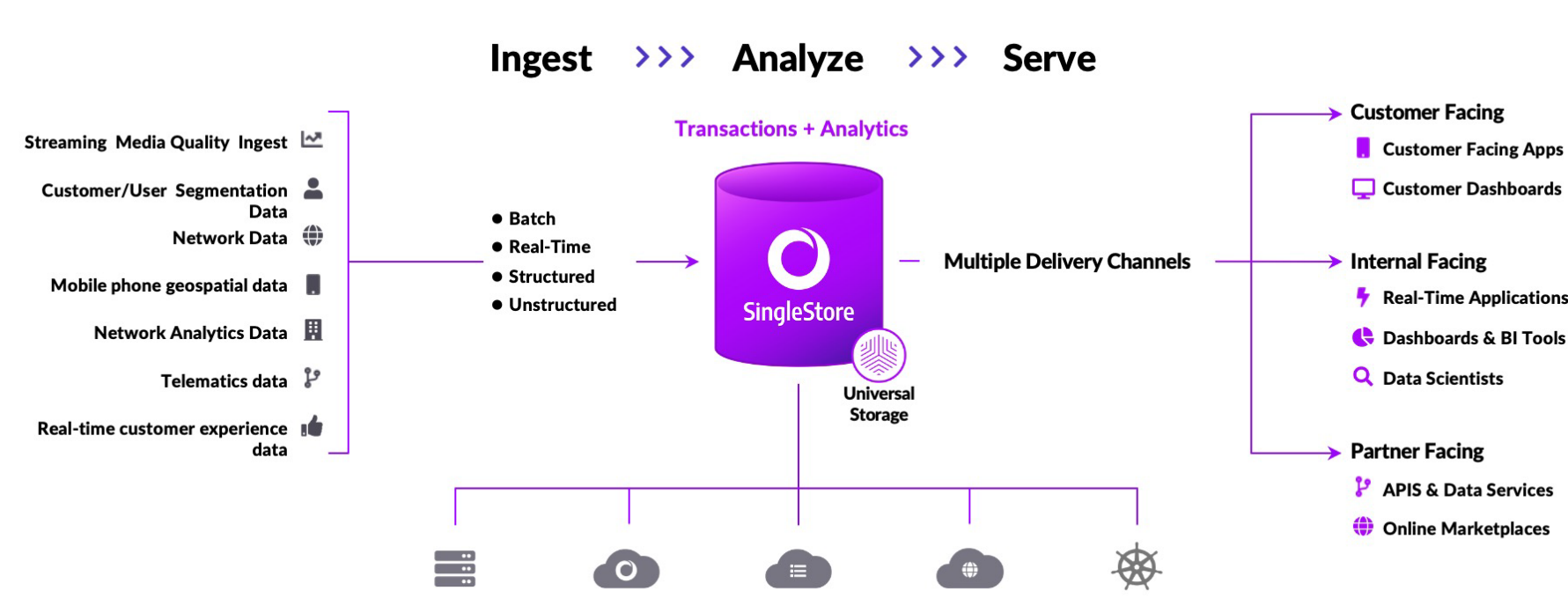
sky

true digital

NBCUniversal

SSIMWAVE®

## SingleStoreDB -Turbocharge Your Apps & Analytics for Media & Telecom



## Key Capabilities

SingleStoreDB delivers ultra-fast analytics on dynamic data for complex analytical queries.



### Harness Real-Time Data

Parallel, high-scale streaming data ingest handles **millions of events / second** with immediate availability.



### Deliver Insights Fast

Blazing fast queries deliver **sub-second latencies** with immediate consistency.



### Simplify Infrastructure

**Lower TCO by 60%** and reduce complexity by unifying all your data into one modern cloud database.



### Scale with High Concurrency

**Unparalleled scalability** enables millions of real-time queries across tens of thousands of users.

## Powering the World's Leading Media & Telecommunications Providers

### Case Studies

	Category	Challenge	Result
COMCAST	Multinational Telecommunications	Improve customer support	<b>Accelerate ingest and response rate to 300,000+ events / second</b>
Tier - 1 US Telco	Tier 1 Telco	Legacy architecture not 5G ready, slowing UX and increasing costs	<b>Improved performance by 80-100x at ¼ the cost</b>
hulu	Streaming Media Service	Massive hardware footprint with poor UX	<b>Reduced overall data infrastructure by 50% and reduced latency</b>

## Ready to Accelerate Your Performance?

[Schedule a Free, Personalized Demo Today](#)

Learn how our next-generation database delivers the speed, scale and immediate insights your business needs to power its modern apps and analytical systems.

[Schedule my Demo →](#)