



Case Study: Leading VoIP Customer Goes Global With NuoDB

Fathom Voice Uses NuoDB Geo-Distribution To Reduce Latency, Provide Data Consistency and Global Redundancy

“NuoDB provides the ability to replicate data globally in real-time, which is not available with any other product offering. That alone is remarkable and it works. I’ve seen it. I’ve used it. I’ve tested it. The ability to deploy NuoDB removes a tremendous burden from our support and engineering teams.”

Cameron Weeks,
CEO and Founder
Fathom Voice

Overview

Fathom Voice needed a database that was as thoughtfully architected for the reality of today’s global communications needs as their own Voice over IP (VoIP) platform. CEO, Cameron Weeks, and EVP of Product, Bracken Fields, had a vision of providing customers with a single solution across far-flung offices and for their customers’ many employees on-the-go. But the databases they had tried hindered their vision at every turn.

“We needed a single, logical database that could be shared across multiple servers in different geographies; updated in real-time; and automatically scaled out during peak demand to handle increased traffic, then back in during off-peak hours,” states Weeks. “Not too ambitious, right?”

Fathom Voice originally built its solution on the MySQL database, but it wasn’t enabling them to scale easily enough; it was demanding too much developer time to get where they needed to go. They spoke to a number of traditional relational databases vendors who could help them, but could not deliver on the technology Fathom required.

About Fathom Voice

Headquartered in Indiana, Fathom Voice is a software-as-a-service company that helps businesses communicate and connect better with their customers. Fathom builds voice solutions and applications that are especially suited for sales, marketing and operations professionals, giving them the tools to better understand their clients and prospective customers, while giving managers, VPs and executives the ability to monitor and monetize call analytics, team performance and client insights.

Fathom’s solutions are easily customizable and scalable, and essentially exist to make people’s jobs easier. Fathom works with companies of any size and in any industry, providing them with better, faster and easier ways to communicate with their customers - whether internally, across the country or on the other side of the globe. In just six years, the company has deployed its SaaS solutions throughout the United States and in Singapore, Australia, The United Kingdom and Canada; they are poised to deploy in three additional countries next year.



Case Study

NuoDB In Action: Helping Customers

The Challenge

Most telecommunication and voice solutions require enterprises to deploy a separate, independent solution for each office location, which are then loosely linked together. The more office locations, the more complex and expensive the solution becomes, and the more difficult the maintenance. The Fathom Voice solution is based on a single database, deployed across multiple servers, which can scale easily, and scale on demand. “We offer one system, one solution,” declares Weeks. “It is very important for our customers because it eliminates latency, complexity and maintenance issues.”

MySQL worked very well initially; but, as Fathom Voice grew, it couldn't keep pace. “A lot of loads weren't getting onto the network. We were maxing out the ability of MySQL from a data storage and data replication standpoint,” explains Weeks. Fathom Voice's business depends on handling an escalating volume of data between geographically distributed offices. Recognizing data requirements would continue to soar, the company required a database that would enable it to provide a single solution across geographies to eliminate latency, and manage costs. All in the Amazon Web Services cloud.

Fathom Voice evaluated available database solutions from both Oracle and Microsoft. They met with database engineers and shared their vision of a single database. Each time they were told it couldn't be done; the only solution was to segment the data. “We were told to stop trying to change the way it works and conform our service to the existing database solutions. But, that's not who we are,” explains Weeks. “Providing the same data everywhere is one of our mission statements. We were disappointed when we went to the established database companies and they did not have any new solutions.”

Only One Answer

Fathom Voice found all the functionality they needed in the NuoDB distributed database. “The NuoDB database is revolutionary. It completely meets our business needs,” declares Weeks. According to Weeks, the ability to replicate data in real-time sets NuoDB apart. “NuoDB is an entirely new database architecture, which works on SQL and replicates data in real time for an unlimited number of nodes. That is the most important piece for us. We can have all of our data everywhere and it can be updated in real-time.”

“All enterprises build on SQL functions so it was important to us to use a NewSQL solution,” explains Weeks. “If we had to move to a NoSQL solution it would have taken 12-18 months of core engineering work.” But within just three months, Fathom Voice had a solution up and running in its test lab. “That is remarkable,” states Weeks. “It would normally take 6-12 months of planning, development, and testing to create enterprise-level database code.”

Another important feature of the NuoDB database is its ability to scale out and scale in automatically, which enables Fathom to add resources

to handle increased traffic during peak periods, without running very large database servers during off-peak periods. “We were limited in our ability to scale with MySQL, so we were running extremely large database servers to handle the traffic at peak times. Those resources were wasted during non-peak times. With NuoDB we can scale out new database servers as needed and have them come on line almost instantly.”

“With NuoDB we can expand our offerings around the world a lot faster than we could before,” concludes Weeks. “It is enabling us to provide the service our customers expect today and into the future. And it will be a sustainable model.”

About NuoDB

Everyday businesses face serious challenges coping with global application deployments and maintaining business continuity across multiple geographies while also providing their customers outstanding application performance. NuoDB leads the industry with a distributed database management system (DBMS) proven to solve these challenges.

NuoDB provides a unique combination of scale-out performance, zero downtime and geo-distributed data management. It’s a single, logical database that can be easily deployed in multiple locations at the same time. This critical capability is unavailable from any other SQL vendor.

Launched in 2010 by industry-renowned database architect Jim Starkey and accomplished software CEO Barry Morris, the company is based in Cambridge, MA. Used by thousands of developers worldwide, NuoDB’s customers include automotive after-market giant AutoZone, NorthPoint Solutions, Fathom Voice, Platform28 and other innovative organizations.

The company is the recipient of numerous, prestigious 2013 industry awards including Gartner Cool Vendor and The Red Herring Top 100.

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**215 First Street
Cambridge, MA 02142
+1 (617) 500-0001
www.nuodb.com**

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