

DWSA, Sun, and SAS

Deliver Transactions by the Millions in Real Time



Industry

Telecommunications

Customer Spotlight

Billing application for telecommunications provider

Industry Challenges

- Data integrity
- Immediate, secure access to stored information
- Ability to offer competitive services that meet consumer needs
- Network performance

Technology Challenges

- Increasing scalability requirements
- Escalating the level of analytic sophistication
- Improving performance throughput

SAS Solution

Improves performance through:

- Insight into vast amounts of data
- Advanced analytics
- Business intelligence applications
- Comprehensive enterprise intelligence platform

Sun Solution

- Sun Fire™ V1280 Servers
- Sun Fire V880 Servers
- Sun Fire V890 Servers
- Sun Fire V490 Server
- Sun Fire V20Z Server
- Solaris™ Operating System
- Java™ Software
- Compute-intensive scalability

Solution Results

- High-speed daily processing of billions of integrated records
- Increased sophistication of analytics
- Vast improvement in throughput based on results
- Scalability to meet expanding number of users – 184 times larger than the original installation in 2000



“Sun’s ability to constantly innovate and increase compute-throughput makes it easier for our customers to continually choose the Sun platform when running SAS solutions. For example, one of our telecommunications customers has depended on Sun’s scalable platform for a SAS implementation that’s grown 184 times larger (and is still growing) than the original deployment in 2000.”

Geoff Peach

Chief Technology Officer

Data Warehousing Services (Australia)

Partnering is key to successful results

As an authorized partner for both Sun Microsystems, Inc. and SAS, DWSA (Data Warehousing Services, Australia) supports some of the largest datacenters in Australia. By teaming with Sun and SAS, DWSA offers clients direct access to technologies, technical experts, and resources that can be used to help speed their own innovation.

Based on the relationship that exists between Sun and DWSA and SAS and DWSA, clients receive the necessary direct support (from DWSA) to keep them up-to-date in:

- Timely hardware and software upgrades
- Software clustering technologies to support application load-balancing
- Professional services to meet 24x7, 100 percent solution availability requirements

DWSA helps their clients achieve the accelerated performance capabilities necessary to leverage the increased analytical sophistication available from SAS solutions running on Sun’s Solaris operating systems.

When results matter

DWSA works with clients, including major telecommunication providers, to help them address their needs for compute-intensive applications. For one such client, DWSA works side-by-side with their IT organization helping them address their specific challenges associated with processing hundreds of millions of transactions over the network in real time.

The client must be able to process and validate potentially billions of transactions as they transpire. Additionally, they must validate these transactions against telephone numbers, models, and service plans to ensure service contract integrity. All of this data must be processed and stored in near real-time, and available for on-demand use by various departments within the organization.

DWSA helps this client use the power of SAS analytics to understand which of their customers are most effectively using their

service plans; which customers would benefit from other plan options; and what service plan will have the most impact on customer retention.

The power of SAS analytics has the potential to be shared across the client's enterprise. The robust Sun platform (as highlighted) currently scales to support more than 400 users across all locations in Australia. "At nearly 100 percent I/O and CPU utilization, 24x7 uptime, and 100 percent availability, the Sun platform is producing astounding results," said Mr. Peach.

Driving the innovation process

Technology experts from the Sun Solution Center for SAS Competency will work side-by-side with DWSA to help current and prospective clients size, configure, architect, and tune a complete, robust solution. The integrated solution from Sun and SAS empowers multiple, simultaneous users with information pulled from numerous systems and sources. Clients can segment customer data quickly, use advanced mining tools to build innovative models in real time, and bring new services to market faster.

Sun, SAS, and DWSA team to deliver a highly secure, integrated offering that meets the needs of sophistication, performance, and scalability, while significantly lowering the total costs of ownership over competitive alternatives.

About the Sun Solution Center for SAS Competency

The Sun Solution Centers offer a unique, collaborative environment for evaluating and assessing technology solutions to complex business problems. The Centers provide such activities as:

- Executive Briefings
- Needs Assessment
- Architecture Design/Workshop
- Proof-of-Concept
- Solution Prototyping
- SAS-Specific Competency (Sizing, Consulting)
- Performance
- Tuning and Scalability Testing; Utility Computing Consulting
- Competitive System Pricing Models
- High Performance Computing Benchmarks
- Performance Tuning & Scalability Tests

During an engagement, customers work with DWSA, Sun, and SAS experts to design and test prototype solutions built on joint technologies. Together these groups develop system architectures, build working prototypes, conduct tests, and solve problems. By sharing knowledge and best practices, participants create technology solutions that really work. Customers gain a practical understanding of their technology problem and solution that reduces risk and significantly speeds implementation time.

Learn More

To learn more about Sun Microsystems and SAS Institute, please visit:

www.sun.com/sas and
www.sas.com

To learn more about DWSA, please visit:

www.dwsa.com.au