



InfiniDB Powers Subscription Payment Processing Innovator Vindicia

Leader in online subscriptions, billing, and availability turns to InfiniDB to replace MySQL and support rapid growth

Frisco, Texas, June 3, 2014 – [InfiniDB](#) announced another silicon-valley-based, innovative company is leveraging the InfiniDB platform for Big Data insights: Vindicia. Vindicia is the leader in enterprise subscription billing solutions, and is leveraging the InfiniDB platform to help identify customer acquisition opportunities, maximize system up-time and pinpoint areas that can be rapidly scaled for clients.

“InfiniDB makes it simple to quickly get value out of your data. The power of a columnar database and the familiar MySQL interface makes InfiniDB an easy choice to upgrade and replace MySQL,” said Joshua Magaña, BI Architect, Vindicia.

The Vindicia® subscription billing platform enables companies to acquire and convert users into paying customers. Vindicia gives you the capability and flexibility to change business models or create hybrid models as needed. With built in campaign and offer management capabilities, Vindicia’s subscription billing platform lets companies quickly change pricing, introduce new bundle plans, add a free trial, and reach new audiences through coupons or promotion codes. Vindicia’s seasoned client services team is on the front lines supporting merchants that use Vindicia as a value added service provider, they work closely with merchants to provide reports to give them insight into how they can optimize their business and maximize their subscriber retention.

Historically a business analyst would query the extra-large data set and wait for response that would take 24 hours. Often the reports would lead to additional questions and re-run of additional reports. The reporting process that took 24 hours now takes minutes and allows analysts and the business teams a way to explore the data in an iterative process. Now they have a 360 degree paradigm that allows them to look at merchant transaction, payment method, and merchant customer analytics with new lenses.

Jim Tommaney, CTO of InfiniDB commented on the familiar reasons that organizations looking to upgrade their MySQL infrastructure turn to InfiniDB, “InfiniDB is especially compelling for those organizations that use MySQL. InfiniDB offers a drop-in solution that lets customers continue to use their proven reporting and BI infrastructure, with power and speed that blows away generic MySQL.”

Like many organizations looking for more insights and to query data, Vindicia set out to build a data warehouse. Even using common components of RedHat CentOS, Talend, MySQL and IBM Cognos, settling on an architecture, hardware and budget became a complex project. Vindicia saw a need to get higher performance from its data architecture. Vindicia looked at several popular columnar solutions Vertica and Infobright, but they lacked the robustness and licensing models needed. Vindicia found InfiniDB to be extremely customer focused and ready to partner together on big data challenges. InfiniDB offers seamless SQL integration and ensures that future scalability is not an issue.

InfiniDB is the first storage engine for MySQL that has support for windowing functions and is a great add-on for MySQL environments that are expecting rampant data growth. “The windowing functions

allow for data set calculations that you do not get from MySQL,” said, Joshua Magaña. InfiniDB is known for its scalability and window functions simplify complex analytics as organizations experience large growth in data volume without any performance degradation.

Joshua Magaña continued, “Moving forward, we see Hadoop and InfiniDB as a means to get incredible insights that have never been possible for anyone in the industry. As our platform continues to grow, Vindicia will be the “go-to” company to analyze On-line subscription purchasing patterns around the world.”

InfiniDB combines MySQL ease of use with a scalable architecture that can run on-premise, in the cloud, or natively in Hadoop to deliver real time SQL in Hadoop.

Tweet this: News: @InfiniDB provides the data #analytics backbone for enterprise subscription billing @Vindicia #MySQL #hadoop

About Vindicia

Vindicia, the true leader in enterprise-class subscription billing, was recently ranked the number one billing software solution on the market by Billing Software.com. Vindicia takes subscription billing to new levels. Vindicia combines cutting edge customer acquisition methods with advanced customer retention technologies, while maintaining unmatched scalability and 99.99% up-time. Vindicia has processed more than \$6 billion globally and generates over \$90 million in annual incremental revenue for clients. Our clients include TransUnion Interactive, Intuit, Activision Blizzard, IAC, Bloomberg, Vimeo and Next Issue Media. For more information visit <http://www.vindicia.com>. Follow us on Twitter @Vindicia, “Like” us on Facebook/Vindicia, and read our blog at <http://www.vindicia.com/blog>.

About InfiniDB

InfiniDB empowers organizations to solve problems and create new solutions with powerful Big Data analytics. The company’s platform is a fourth-generation massive parallel processing (MPP) column-oriented data technology that is known for its rapid implementation, simplicity and extraordinary value. InfiniDB, InfiniDB for the Cloud, and InfiniDB for Apache™ Hadoop® are built for today’s growing enterprise. These organizations demand speed, scale and efficiency in their analytics platforms where leveraging traditional and emerging data technologies, structures and architectures are required. InfiniDB products are licensed as GPL-2.0 with complementary consulting services, maintenance and support agreements.

For more information, to join the community, and download software, visit www.InfiniDB.co and follow @InfiniDB.

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