



How the InfiniDB Big Data Platform Powers Search Engine Marketing Analytics Businesses

Presentation at Strata Conference Looks at the Power of InfiniDB for Creating Enormous, Scalable and Incredibly Fast Data Analytic Platforms

Frisco, Texas, January 28, 2014 – [Calpont Corporation](#) announced today its upcoming presentation at the [Strata Conference](#) about how its high performance analytic database InfiniDB is creating new search and revenue opportunities for companies in the online analytics and web marketing industry.

The presentation titled, “Transforming Search Engine Marketing Analytics,” will be featured at 4:00 p.m. on Wednesday, February 12 at the Santa Clara Convention Center. The presentation will discuss how a marquee Search Engine Marketing brand achieved performance gains by using InfiniDB in its systems and is now looking to develop and host its own InfiniDB cluster. Search Engine Marketing analytics can involve tens of millions of bid/cost metrics captured daily, hundreds of millions of keywords, and billions of cost metrics stored over time. Participants in the presentation will learn tips and advice of how to manage a keyword portfolio for Search Engine Marketing with InfiniDB to achieve real-time access to data, reduce costs, enable new analytic insights, and provide access to new business opportunities.

The presentation will also discuss the benefits of column storage and InfiniDB’s analytic solutions for a number of different types of infrastructures. These include InfiniDB, InfiniDB for the Cloud, and InfiniDB for Apache Hadoop. A perfect fit for a number of growing Big Data challenges, InfiniDB’s core data platform was designed from the inception for large scale, high performance dimensional analytics, predictive analytics, and ad-hoc business intelligence.

More information on InfiniDB will be available in the company’s booth #816 at the Strata Conference event. Or you can learn more and download the software at <http://www.calpont.com>

About the Speaker

[Jim Tommaney](#) is the Chief Technology Officer at Calpont Corporation where he is responsible for the design and architecture of InfiniDB; a high performance, horizontally scalable, and cost effective solution purpose built for data warehousing and analytics. Jim has extensive experience in leading the development, management, and performance for enterprise data architectures, including clustered, large SMP, and distributed systems for the retail, web, and telecom industries. He is responsible for the architecture, vision, direction, and technical evangelization of InfiniDB. Jim holds a BBA from Texas A&M and a Masters in Management Information Systems from the University of Texas at Dallas.

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About Calpont

Calpont empowers data superstars to solve problems and create new solutions with powerful Big Data analytics. The company’s platform, InfiniDB®, 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 that demand speed, scale and efficiency across their analytics platforms.

InfiniDB products are licensed as GPL-2.0 with complementary consulting services, maintenance and support agreements available from Calpont.

For more information, visit www.calpont.com, join the community www.infinidb.org, or follow @InfiniDB.

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