

# UGAM SOLUTIONS

## BUSINESS

Ugam Solutions is a global leader in managed analytics. The company's unique managed services offering combines a proprietary big data technology platform with deep domain knowledge and analytics expertise to empower clients to make decisions that improve their business.

## CHALLENGES

Ugam needed a solution for server performance challenges, including the power to handle complex computations, the bandwidth to manage large volumes of data, and the speed to satisfy the decision-making appetites of its global customer base.

## SOLUTION

Ugam chose a broad range of solutions from Rackspace: Managed Hosting, Dedicated Servers, OpenStack Public Cloud and Rackspace Private Cloud powered by VMWare. This mix addressed their needs around complex workloads, seasonal spikes and managing costs.

## OUTCOME

The five-year partnership with Rackspace has enabled Ugam to effortlessly balance seasonal workload spikes, increase productivity by 20% and cut costs by 40%.



CUSTOMER CASE STUDY



Ugam is a global leader in data and analytics that helps retailers, brands and market research firms transform big data into valuable insights.

For retailers, online marketplaces and brands, Ugam supports better merchandising, marketing and channel management decisions through the use of analytics. For market research firms and insight-based consultancies, Ugam offers a portfolio of solutions, including end-to-end research operations, technology transitioning support, and data warehousing, visualization and reporting that enables them to better serve their clients.

Five of the top 10 U.S. retailers, four of the leading Australian retailers and 13 of the top 25 market research firms work with Ugam because of its ability to deliver high-quality insights with outstanding customer experience.

The name Ugam comes from the ancient Sanskrit language and means "source" or "origin." Ugam seeks to be the source of solutions for the complex problems of retailers, brands and market research firms worldwide. The name signifies the company's position as a pioneer in the market for data and analytics, and the source of relevant actionable insights for clients.

## MULTI-MILLION DOLLAR DECISIONS

By unlocking the insights trapped within a business's data, Ugam enables its customers to make multi-million dollar decisions quickly and with confidence.

For example, Ugam collects hundreds of data points for millions of product SKUs sold by retailers around the world. At the same time, they assimilate that data with transactional and third-party data as well as e-demand signals like product searches, traffic, reviews, ratings and likes. Ugam then analyzes this data to provide retailers with the information they need to make informed pricing, assortment, promotion and content intelligence decisions.

Ugam's services for retailers include Pricing Intelligence & Optimization, Assortment Intelligence and Product Content Solutions, but the company also uses the same proprietary platform to deliver its Brand Intelligence solution, which helps individual brands monitor and enforce minimum advertised price (MAP) policies.

"Ugam is fundamentally an analytics company. Our two main market segments are retailers and brands, and we provide analytics around the retail landscape in three major areas," said Sridhar Sharma, Chief Technology Officer for Ugam. "First, there is analysis of what products retailers should carry. Second there is insight into prices. And third, perhaps most importantly, we offer advice on content optimization – how companies should describe their products on web sites."

---

*"Rackspace enables us to keep delivering insight, day-in and day-out, without fear of interruption."*

**SRIDHAR SHARMA:: CHIEF TECHNOLOGY OFFICER, UGAM**

---

## THE NEED FOR POWER, PERFORMANCE AND SPEED

Ugam's unique offering creates serious challenges when it comes to server performance. It demands the power to handle complex computations and huge transaction volumes – while maintaining blazingly fast speeds, capable of quickly delivering the market intelligence needed to back mission-critical business decisions. There are also significant workload peaks as seasonal shopping seasons come and go. This uneven workload pattern presents Ugam with a classic IT dilemma.

To deliver the quality that its customers demand, Ugam needed a technology partner that offered performance and flexibility without compromise. That's precisely what made their mix of OpenStack Public Cloud, dedicated servers and Rackspace Private Cloud powered by VMWare such a powerful choice.

"Rackspace handles a volatile mix of business challenges created by complex workloads and seasonal spikes, while at the same time managing costs. It's been working extremely well for the last five years," explains Sharma.

## BOOSTED PRODUCTIVITY AND REDUCED COSTS

Rackspace focuses on the managed support needs of their customers – providing them with the power of cloud computing without the pain and expense of managing it themselves.

With Rackspace, Ugam enjoys a very stable network and hosting environment, as well as rapid service response and problem solving skills.

The Rackspace Fanatical Support® team proactively monitors Ugam's infrastructure and keeps them informed about the health of all mission-critical nodes.

"In real-world terms, that has supported an increase in workload processing by almost 20%. Even better, Rackspace has at the same time enabled us to cut the cost of carrying out that work by an impressive 40% – allowing us to enjoy a healthy margin in an extremely dynamic and competitive market," Sharma says.

*"Since we switched to Rackspace . . . we have seen a phenomenal improvement in both operational performance."*

**SRIDHAR SHARMA:: CHIEF TECHNOLOGY OFFICER, UGAM**

## ABOUT RACKSPACE

Rackspace, the #1 managed cloud company, helps businesses tap the power of cloud computing without the complexity and cost of managing it on their own. Rackspace engineers deliver specialized expertise, easy-to-use tools, and Fanatical Support® for leading technologies developed by AWS, Google, Microsoft, OpenStack, VMware and others. The company serves customers in 150 countries, including more than half of the FORTUNE 100. Rackspace is a leader in the 2017 Gartner Magic Quadrant for Public Cloud Infrastructure Managed Service Providers, Worldwide, and has been honored by Fortune, Forbes and others as one of the best companies to work for.

Learn more at [www.rackspace.com](http://www.rackspace.com) or call us at **1-800-961-2888**.

Copyright © 2017 Rackspace US, Inc. Rackspace®, Fanatical Support® and other Rackspace marks are either service marks or registered service marks of Rackspace US, Inc. in the United States and other countries. All other trademarks, service marks, images, products and brands remain the sole property of their respective holders and do not imply endorsement or sponsorship.

This case study is for your informational purposes only. RACKSPACE MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS CASE STUDY. All customer examples and the information and results illustrated here are based upon the customer's experiences with the referenced Rackspace services and are not necessarily indicative of the future performance of Rackspace services. Rackspace detailed services descriptions and legal commitments are stated in its services agreements. Rackspace services' features and benefits depend on system configuration and may require enabled hardware, software or additional service activation. Actual cost of specific hosted environment and performance characteristics will vary depending on individual customer configurations and use case.

DIG-CCS-CASE\_STUDY-\_Ugam\_Solutions-7484-v01

AUGUST 3, 2017

