

## ElasticSearch Case History

### SMS and mobile marketing for companies, services for customers

Have you recently made an online purchase with your credit card?

A real-time SMS informs you of the completed transaction, providing the most important details.

Do you have a dentist's appointment tomorrow? A reminder is sent to you by SMS 24 hours before.

Do you have a small business selling personal care products, and do you need to increase sales? You can send an SMS with a discount code to women who live within 15 km of your shop.

Every day **rdcom.it** provides large, medium and small companies with the means of staying in touch with their customers and of contacting potential new ones by using the SMS channel and by adopting mobile marketing solutions.

### Who: The wholesale team and the international flow of SMS

Imagine millions of SMS which need to be sent to millions of customers every day. How will they reach their destinations? The wholesale team has the task of managing the global flow of SMS; to do this optimally, it needs precise information which can be easily checked and updated in real time.

The development team at **rdcom.it** listened to the needs of their colleagues on the wholesale team; in collaboration with LinkMe, it developed a solution based on

**ElasticSearch** technology.

## **What: A tool for total control of the wholesale business**

Specifically, the wholesale team needed a tool that allowed them to verify the situation of SMS flows in real time, “at the blink of an eye,” by means of intuitive graphic interfaces.

The development team at **rdcom.it** created four sections for the Wholesale team with different control objectives:

- SMS distribution in different countries throughout the world;
- time courses of the reception status of the messages;
- monitoring of possible service interruptions of telephone operators in the different countries;
- live reports of economic flows linked to message flows.

## **Why ElasticSearch: The importance of real-time data**

After carefully analysing the situation, the development team at **rdcom.it** chose to use ElasticSearch because it provides the best answer to the need to handle large quantities of data in real time: this is a fundamental strategic factor for businesses, such as **rdcom.it**, which need to manage large increases in SMS traffic abroad.

## **How: ElasticSearch for microanalyses and Elastic Cloud for systems**

Before adopting ElasticSearch, **rdcom.it** used a non-relational database that enabled it to memorize information concerning SMS and that provided analyses of data flows, but did not allow it to extract the macroanalyses necessary for the work of the wholesale team. This created the need for a better performing tool; hence the switch to ElasticSearch, which facilitated the smooth completion of the task.

Given the optimal results achieved in the design and development stages, the systems project was entrusted to the service **Elastic Cloud**, with the sole exception of the service LogStash (installed in the rdcom.it cloud), which was necessary for transferring SMS data from rdcom.it systems to Elastic Cloud.

## **Result: Precise data in real time, cost-effective and high-performing databases**

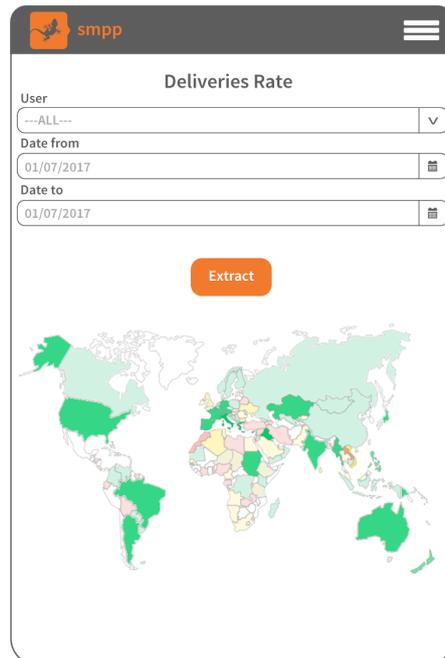
ElasticSearch has proved to be an excellent tool, high-performing both in the development and production stages. Even with large quantities of data, ElasticSearch maintains its promises and enables users to obtain data, analyses and complex processing in real time.

Rdcom.it achieved another goal in externalizing management of database systems with Elastic Cloud, allowing it to:

- reduce realization times and costs;
- choose the most suitable database for specific needs;
- reduce system management costs for that database.

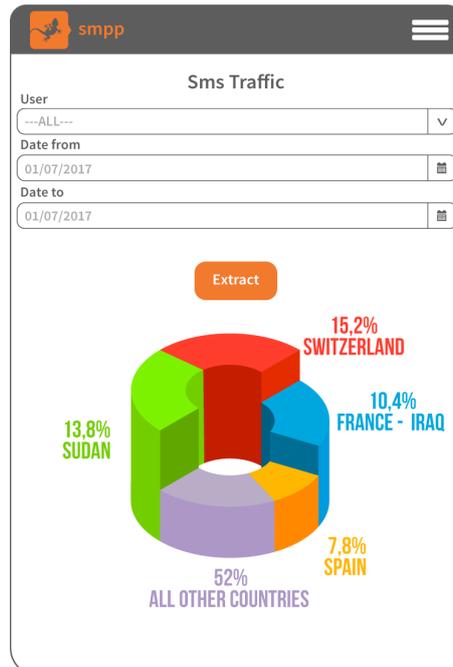
All of this can be achieved without posing limits on a company in managing and taking on new tasks.

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*Monitoring of sending and delivery rates worldwide*

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*Monitoring of SMS traffic by country*