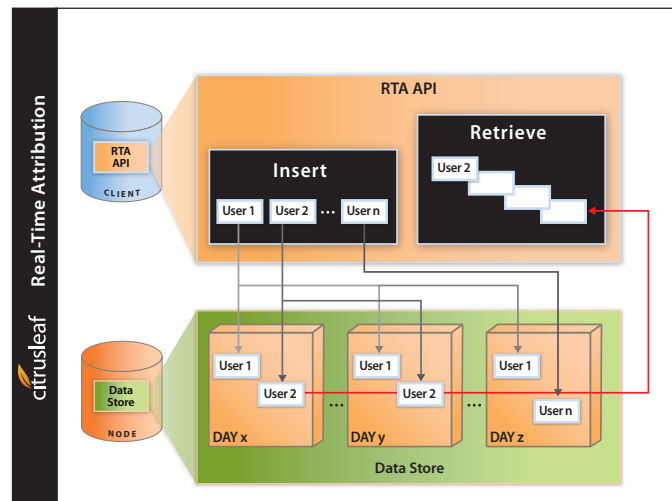


Product

The Citrusleaf Real-Time Attribution (RTA) product helps companies quickly navigate through huge volumes of data to find specific pieces of information that yield critical insights about consumer Internet behavior. Companies in the advertising market today, more than ever before, need to immediately understand and predict consumer behavior in order to operate optimally and help maximize consumer conversion. The key question is “What did specific users do this week, month, or year on the Internet, and why did they decide to convert?” To answer this question companies must solve the “needle in the haystack” problem – where the needle is the entire chain of actions associated with specific users, allowing analysis of the actions that triggered the conversion, the click thru, or purchase. Citrusleaf RTA solves this problem by elegantly storing and efficiently navigating through volumes of data to quickly identify and retrieve critical data segments.



Product Architecture

Citrusleaf RTA helps companies maintain very large volumes of user history while enabling real-time retrieval of specific user data. The key features are high write load support, data replication, automatic data expiration and queries. The product leverages Citrusleaf 2.0's scalable architecture, high throughput, ACID compliance and self-managing clusters to enable efficient storage and real-time retrieval of user data from terabytes of data containing hundreds of billions of user behavior records.

The basic API is based on Append and List functions. Each user is assigned a unique key. The incoming user behavior is appended sequentially to an individual user key. In a typical advertising impression use case, each user typically has 10s to 100s of pieces of appended data in its history chain. Data can be retrieved dynamically for each selected user of interest. The data is returned as a time ordered linked list. In addition to the insertion and retrieval functionality, a key feature of the product is data expiration. Data is automatically expired at configurable time intervals. The linked list implementation together with the automatic expiration functionality enables efficient disk and memory use, thereby greatly reducing disk storage requirements.

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Performance Specs

- 100 billion objects
- Automatic data expiration
- Sub-second data retrieval
- High write load support
- Efficient disk and memory use
- Delivers data results in minutes vs hours or days

Cluster Configuration

- Minimum cluster size of three server nodes recommended for a production system, 1 to 2 node clusters for trial and test is fine.
- Nodes communicate amongst themselves through a TCP-based internal cluster interconnect

Server Node Hardware

- A 64-bit Intel or AMD processor
- Physical memory of 4G or more
- Gigabit Ethernet
- Linux distribution (Centos 5, Fedora 8, 9 & 12, Ubuntu 9 & 10)
- An interface open in the cluster's multicast IP domain for zero configuration operation
- Persistent storage in the form of HDD (rotational disk) and directly attached SSDs

Supported Clients

Citrusleaf provides clients in several different languages. The APIs are documented and source code is provided. The supported clients are:

- C
- C#
- C using LibEvent
- Java
- PHP
- Python
- Ruby

Hosting Options

- On premise
- Managed datacenter
- Hybrid cloud
- Cloud

SLA

- 24x7 email and phone support

Pricing

- Monthly or perpetual

Consulting Services

- Hardware configuration
- Deployment support
- Data analysis
- Training

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