

HYDROLIX FOR ADTECH

4x MORE DATA 4x LOWER COST

Hydrolix is a streaming data lake built specifically to reduce the costs of storing and querying high volumes of log data without sacrificing performance.

SCHEDULE A DEMO



Designed to lower costs while boosting performance

Hydrolix's unique design incorporates elements of data lakes such as decoupled storage (using S3-compatible storage) and flexible schemas with the ETL capabilities found in stream processors.

It runs on all the major cloud platforms, using Kubernetes to independently scale ingest and query compute up or down with demand.

Add advanced compression techniques (20-50x reduction in data footprint), and it is easy to see how Hydrolix can achieve cost savings of 75% or more on log storage while improving performance for real-time and batch use cases.

KEY BENEFITS

- › Cut log storage costs 75% or more
- › Retain logs in hot storage for a year or more
- › Sub-second query performance, no matter how big the data set
- › Eliminates timeouts and long query times
- › For both real-time and historical analytics
- › Real-time performance at batch prices

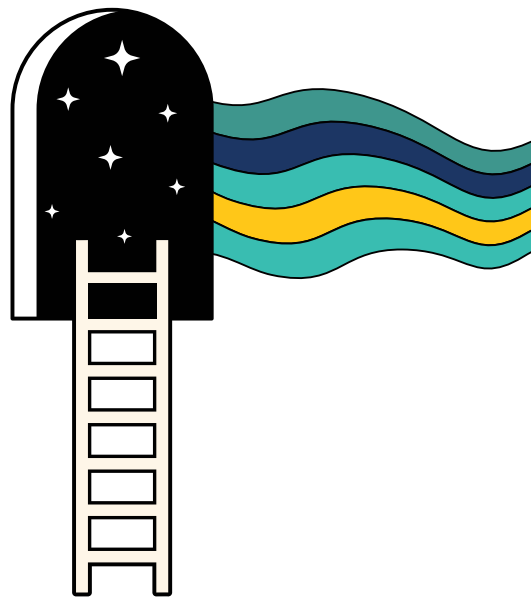
KEY FEATURES

- › Kubernetes native
- › Batch and streaming (Kafka, Kinesis, HTTP) interfaces
- › Runs on your cloud infrastructure, using your discounts
- › Sub-second ad hoc queries over trillion row data sets
- › Available on AWS, GCP, Azure, Akamai Connected Cloud

Use Cases

Hydrolix is ideal for applications involving high volumes of log data. Whether you stream data in or ingest in batches, Hydrolix can cut costs 4x or more while improving query performance.

- › Real-time fraud, bot, and spam detection
- › Cookieless contextual targeting
- › Measuring outcomes and alerting on anomalies
- › Demand side optimization
- › Supply path optimization
- › Real-time viewability by device and publisher
- › Bid stream monitoring and anomaly detection
- › Data enrichment on ingest with partners like ScientiaMobile



Hydrolix in Action

ANTI-FRAUD/BOT DETECTION



We have a lot of seasonality in our traffic and just being able to scale on-demand infrastructure just from an ingest and query standpoint, that gives us a ton of flexibility.

– Patrice Boffa
Chief Customer Officer | Arkose Labs

SUPPLY PATH OPTIMIZATION



At MediaMath, we chose Hydrolix because, with Hydrolix, we could store more data for a lot less, which allowed us to greatly improve auction performance and ML model quality and build new products for our customers.

– Andy Ellenthal
EVP Sales & Service | MediaMath



Reduce costs without sacrificing your data.

Learn more at hydrolix.io.

