



# Aito Technologies Selects MySQL to Manage Mobile Traffic Data and Customer Information



## Telecommunications

*OS:* Red Hat 5

*Language:* PowerEdge R900,  
PowerEdge R710

*Database:* MySQL 5.1

"We have chosen to base our analytics software on MySQL to secure high performance, scalability, and security. We can offer our clients a lower total cost of ownership, which results in a win-win situation for both us and them."

**Anssi Tauriainen**

CEO, Aito Technologies



## Aito Technologies Overview

Finland-based Aito Technologies Oy is the developer of an innovative and business-driven Customer Experience Analytics product suite for network operators and digital service providers. As the brainchild of a group of telecom innovators with network and software, research and operator backgrounds, Aito is able to provide a unique approach to the Customer Experience Management (CEM) market – delivering instant access to relevant data with the fastest integration time.

## The Business Challenge

Aito Technologies has chosen to employ the MySQL Embedded Database Server in order to successfully analyze up to billions of daily phone calls, text messages and mobile data sessions.

With reference clients such as Nokia, TDC, Blyk, Elisa and Muxlim, Aito's daily traffic load entails several of terabytes of data. Consequently, the vendor's application has strict requirements for high database performance and scalability on a multiprocessor architecture.

Aito Technologies' business challenge is to be able to process data traffic loads going up to billions of mobile events a day, such as calls, messages and data transfers. All such communications data is protected by data and privacy protection laws, which make the security aspect extremely important.

"On a daily basis, the MySQL databases handle several of terabytes of traffic data, which means that high performance is key to our mission-critical operator software," said Anssi Tauriainen, CEO at Aito Technologies.

## The MySQL Solution

Aito Technologies brings speed, agility and business impact to network operators' decision making through their Customer Experience Analytics product suite. Aito's products are used to manage and analyze service usage and experience of tens of millions of mobile customers around the world. By purchasing MySQL OEM licenses from Sun Microsystems, it has been possible for Aito to embed the MySQL database as part of the Aito product, which extracts relevant data from operators' call control systems, data centers, CRM and SMS systems.

"We have chosen to base our analytics software on MySQL to secure high performance, scalability, and security. Moreover, we can offer our clients a lower total cost of ownership, which results in a win-win situation for both us and them," Anssi Tauriainen concludes.

### Aito Technologies' IT infrastructure

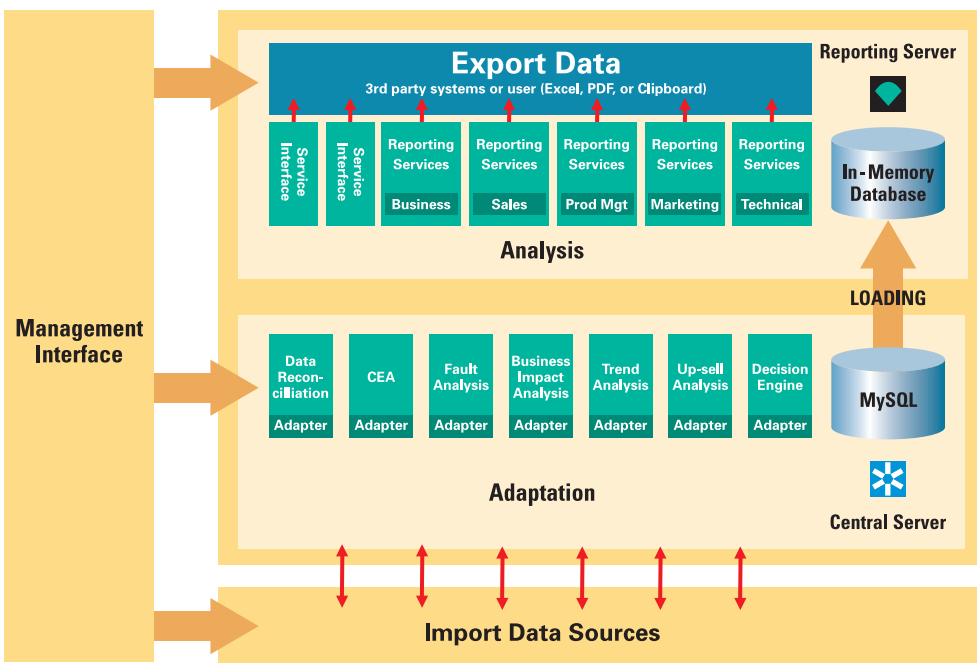
Aito's innovative and business-driven product suite for network operators and digital service providers collects a huge amount of data on a daily basis from various heterogeneous sources. MySQL is used as a transient storage layer for the massive data collection and processing. Initially, the data is loaded into the MySQL database, and thereafter the customer behavior information is displayed in an easy-to-understand format via a browser-based user interface.

Processing-intensive instructions are inserted in the MySQL database server by specialized platform components. Thereafter, the data is processed by MySQL Embedded Database Server software in order to extract information relevant for Aito's analysis tool.

### The Future with MySQL

By powering its technology with MySQL, Aito will secure a future expansion and will be able to scale to handle massive increases in daily and peak loads, without jeopardizing performance and security.

"We are very proud that Aito Technologies has selected MySQL to power such a critical and data intensive application," said Matti Rantanen, MySQL Nordic Telecoms Sales Manager. "This is a testament to our focus of delivering high levels of availability, reliability and performance with a favorable cost for both Aito and its customers."



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## MySQL Embedded Server for OEMs, ISVs, and VARs

MySQL Embedded Server is a full-featured, zero administration database that enables ISVs and OEMs to bring their applications and solutions to market faster. MySQL's small footprint, zero administration and support for 20+ platforms gives ISVs and OEMs ultimate flexibility to ship a highly reliable SQL compliant, transactional database with just about any software application or hardware appliance.

MySQL Embedded Server enables OEM/ISV/VARs to:

- **Reduce COGS and improve profitability** by embedding a cost-effective database without artificial license restrictions on CPU, memory, and servers
- **Bring applications to market faster** by embedding a proven database rather than building and maintaining a proprietary database in-house
- **Deliver a differentiated solution** that can capture, store and report on data with speed and granularity by embedding a full-featured, relational database
- **Win competitive comparisons** using a SQL compliant, relational database with superior performance and reliability
- **Deliver a Zero Administration solution** so that their customer don't have to hire dedicated DBA resources
- **Make reporting and analysis easy** using a cost-effective open source reporting solutions like Jasper for MySQL: OEM Edition.

MySQL Embedded Server is Ideally Suited for:

### Software Applications

- Network & Performance Management
- Monitoring Systems
- CRM & ERP
- Educational Software
- Email, Anti-spam software
- VoIP & Online Messaging
- Healthcare & Practice Management
- Biotech

### Hardware Appliances

- Networking Equipment
- Routers & Traffic Controllers
- Security Appliances
- Retail Kiosks
- Point-of-Sale (POS) Systems
- Diagnostic Instruments
- Sensory Devices
- And more...

### About MySQL

MySQL is the most popular open source database software in the world. Many of the world's largest and fastest-growing organizations use MySQL to save time and money powering their high-volume Web sites, critical business systems, and packaged software. At [www.mysql.com](http://www.mysql.com), Sun provides corporate users with commercial subscriptions and services, and actively supports the large MySQL open source developer community.

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To learn more about MySQL in the Telecommunications industry, go to [www.mysql.com/communications](http://www.mysql.com/communications)



The World's Most Popular Open Source Database