

# Customer Case Study

## People.ai – AI for Enterprise Revenue

### At-a-glance

#### Industry

- Enterprise Software Platform targeted towards sales, marketing, and customer success teams

#### Products used

- Databricks Unified Analytics Platform powered by Amazon Web Services

#### Customer Challenges

- Management of data pipeline infrastructure resulting in significant DevOps overhead
- Lack of automated platform to test configuration changes without affecting production deployments
- Ability to leverage a unified platform with to enable data engineers, data scientists, and analysts to collaborate

#### Solution

- Built end-to-end workflows for data access, optimized resource management, and ETL
- Setup migration process to move from test environment to production with minimal disruption
- Enabled easy data exploration for machine learning experimentation

### People.ai drives revenue intelligence

People.ai helps sales, marketing and customer success teams uncover every revenue opportunity from every customer. Companies across multiple industries choose People.ai to capture customer contacts, activity and engagement to drive actionable insights across all Enterprise revenue creation. When you can track all the contacts, activities and engagement across a customer account, you can use that data to identify key contacts and relationships at all levels of the buying journey, automatically identify the buying group and start to see the true impact of sales and marketing activity on opportunities and revenue.

### The challenge: streamlining DevOps

To aggregate and analyze data People.ai built a DevOps intensive processing pipeline in Python, which made experimentation with new configurations difficult as they scaled. Using vanilla Spark still required optimization for big data and collaboration. The key for People.ai was the ability to adopt an implementation that was less resource intensive. What People.ai needed was seamless pipelines on a unified platform to help them enhance their business.

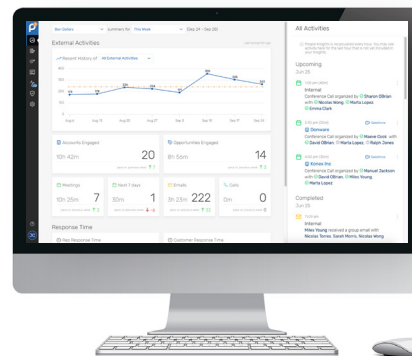
### Delivering more value with Databricks

Using Databricks, People.ai was able to better leverage their time, produce more value for customers, and build a foundation for future growth. People.ai reduced the time required for DevOps with end-to-end workflows built on Databricks notebooks. Less time spent on managing Spark infrastructure enabled them to focus on addressing customer and market demands by migrating new use cases seamlessly into production. With Databricks, People.ai is poised to implement more sophisticated natural language processing, machine learning, and advanced treatment of streaming data.

“ We were looking for a leader to partner with on analytics infrastructure. **With Databricks** we can focus our time and resources on innovating new solutions that drive our business.

– John Wulf, Principal Engineer

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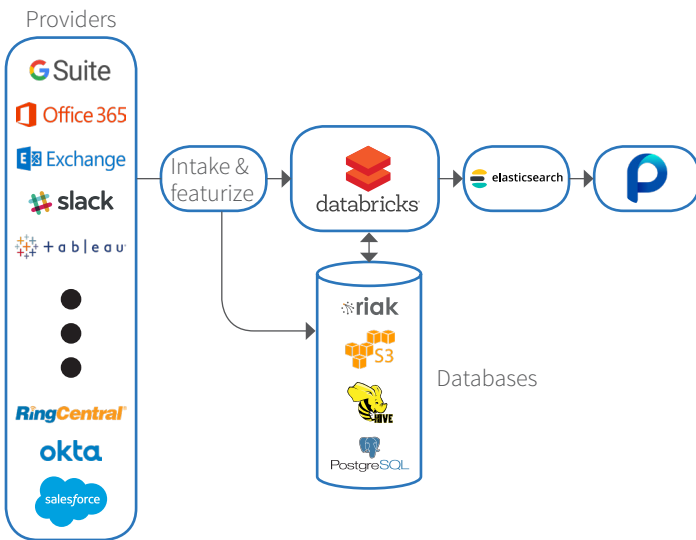
**20-30%**  
saved in  
DevOps  
costs

## Results

Databricks helped People.ai achieve significant benefits:

- Straightforward implementation of new data pipelines including existing data sources and real-time data
- Ability to share and experiment in a collaborative work environment with support for 30+ users on a unified platform
- Reduction in manual work required for interactive experiments and batch jobs
- Easy exploration of big data and machine learning initiatives with a purpose built foundation
- Enhanced security with the use of enterprise features like access permissions for customer success and support

## Solution Architecture



## Solution Overview

People.ai’s data pipeline relies on Databricks’ IO performance optimizations to run production ETL batch jobs alongside with end-to-end workflows across business areas. Utilizing Databricks’ notebooks for rapid data exploration, ad hoc experimentation, and prototyping enables People.ai to validate ideas before productionizing, laying the groundwork to build future machine learning and streaming analytics.

Their architecture includes:

- postgresSQL
- S3 parquet
- Hive
- RIAK
- ElasticSearch
- Python/Pandas
- MLlib
- spaCy

## About Databricks

Databricks’ mission is to accelerate innovation for its customers by unifying Data Science, Engineering and Business. Databricks’ founders started the Spark research project at UC Berkeley that later became Apache Spark.

Databricks provides a Unified Analytics Platform powered by Apache Spark for data science teams to collaborate with data engineering and lines of business to build data products.

## Evaluate Databricks for yourself

Visit us at [databricks.com](https://databricks.com) and try Databricks free!

## Meet the People.ai platform [here](#)