



CUSTOMER CASE STUDY

People.ai – AI for Enterprise Revenue

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

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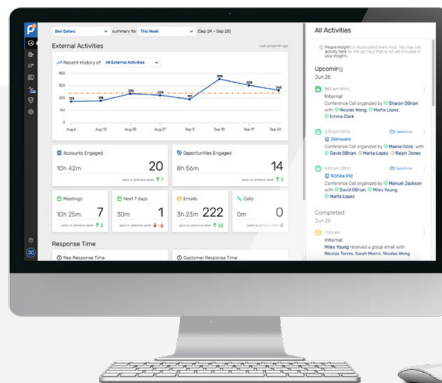
Delivering more value with Databricks

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.

20-30% SAVED IN DEVOPS COSTS

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



Industry

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

Products used

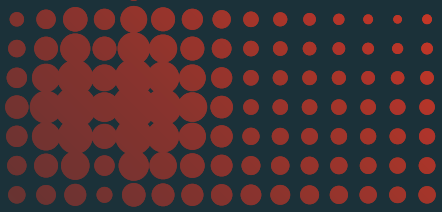
- Databricks Unified Analytics Platform powered by Amazon Web Services Customer Challenges

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

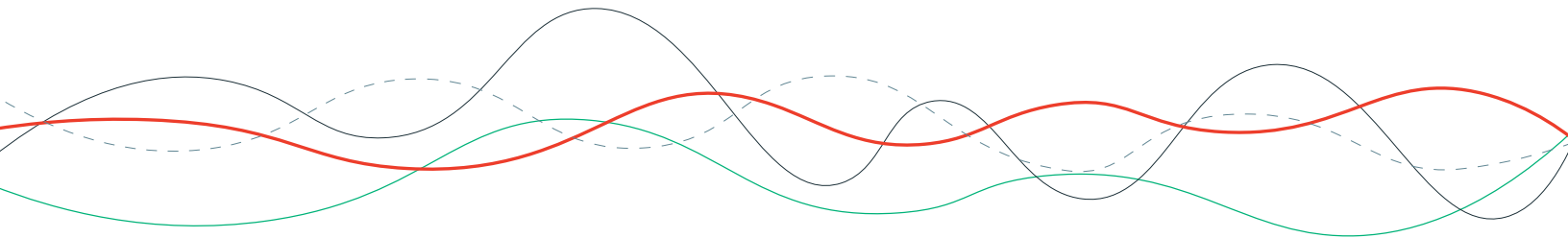


Results

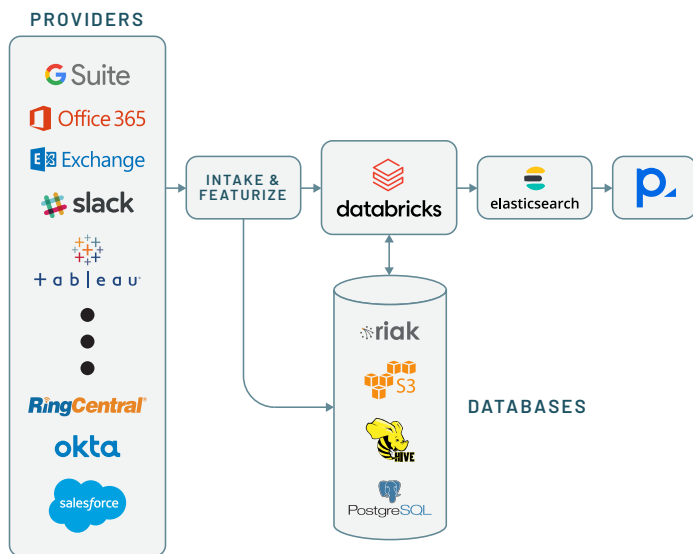
Databricks helped People.ai achieve significant benefits:

- 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 is the data and AI company. Founded by the creators of Apache Spark™, Delta Lake and MLflow, organizations like Comcast, Condé Nast, Nationwide and H&M rely on Databricks' open and unified platform to enable data engineers, scientists and analysts to collaborate and innovate faster.

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