



## Segmentify uses NGX Storage to deliver a unique shopping experience for each visitor.

Segmentify is an AI-powered personalization platform for e-commerce companies to increase revenues by creating targeted campaigns of search, recommendation and engagement functionalities. It has 250+ customers from more than 25 different countries. They are growing especially in Europe and it is very important for Segmentify to have a sound, error-proof system infrastructure to provide superior services to its customers and to prevent churn due to service failures.

**With NGX Storage All-Flash array, Segmentify's real-time approach to data analysis allows them to respond in the best way.**



### Industry

SaaS

### Region

United Kingdom

### Solution Area

- Real-Time Analytics
- Database
- Virtualization

### Products in Use

NGX AFA

Segmentify handles more than 5K requests per second on average. Additionally its system has sent over 5 Million push notifications and served 110M recommendation widget backend requests weekly. Each of these requests and responses transport user traffic and recommendation responses to end users of the system who are e-commerce shoppers. Segmentify should handle all these request in sub milliseconds to provide real-time user experience to its customers.

Recently, CTO Candan Ceylan faced a significant hurdle - how to keep up with growing data volumes and an expanding customer base that is constantly innovating on the Segmentify platform. To overcome it, Candan looked to modernize the storage environment, and in the process become the pioneer eCommerce personalisation platform provider.

### The Challenge

Segmentify data center operation team is responsible to make sure that their infrastructure works flawlessly for their customers. That includes handling millions of api calls, performing backups, creating development and testing environments for its engineers and customers to deploy new features. But growth brings challenges. Over time, though, these tasks became increasingly difficult.

"We were really limited by the performance and reliability issues of our legacy storage," Candan remembers.

“Daily operations and processes were slow, and we spent all our time maintaining and tuning our infrastructure to avoid service impacts.” Candan and his team had reached a crossroads. Continuing with legacy storage meant a risk for business wide failure and working harder all the time simply to maintain current service levels.

### **Leveraging All-Flash Storage to Provide Cutting-edge Recommendation Technology**

In a real-time recommendation business where a few seconds can mean the difference between success and loss, Segmentify needed a storage system capable of capturing, storing and very quickly transforming massive amounts of data into actionable insights that the company can use for its leading services. This storage system also needs to be capable of easily scaling with demand and to offer rock-solid stable performance.

“On average, a potential customer remains on a website for 2.5 minutes and checks 10 products and 2 campaigns during a visit to an online store. We should analyze the online behavior pattern of a user in this short – timeframe and combine the most relevant products and campaigns for the user. Otherwise, that visitor would be easily lost to another competitor. This is why having an algorithm that works in real-time and a lightning fast data storage system is critical for us.” says Candan.

### **Solution and Results**

With NGX Storage - All-Flash (AFA) array, Segmentify completely resolved system breakdowns, gained outstanding performance and high-availability for its services.

That enables the existing team to manage a storage environment that is twenty times larger. With instant snapshots and clones, Segmentify delivers hundred times faster development and test environments while eliminating management overhead, saving thousands of hours every year.

Furthermore, their data center footprint immediately reduced to 1:5, and response times of their applications accelerated from tens of seconds to sub-millisecond.



**The speed of NGX Storage was a game changer. It has a revolutionary impact on the business and completely changed our operational mindset.**

**Candan Ceylan  
Chief Technology Officer, Segmentify**