

Microsoft Azure

CASE STUDY



MICROSOFT AZURE ISV:
moblin

WEB SITE: www.skipper.tech

LOCATION: Herzaliya, Israel

ORG SIZE: 50 employees

MICROSOFT AZURE ISV PROFILE:

Skipper is a unique, real-time, unified dashboard, cloud-based tracking, programmatic media buying and optimization platform for mobile app distribution and marketing. Skipper helps advertisers achieve their mobile app advertising goals. The platform combines Big Data analysis, machine learning algorithms, and a KPI-based decision-making engine. Connected to tens of thousands of media sources, Skipper helps advertisers see all their efforts in one place – a unified dashboard helping them generate new users for their mobile apps.

 Microsoft | Go-To-Market Services

Microsoft Azure Cloud Platform Enables Mobile App Marketing Platform to Focus on its Growth

“Using the Microsoft Azure platform and solutions, we were able to build a highly scalable, top-performing, cutting-edge, mobile app marketing platform.” – Shmuel Amour, Chief Architect of R&D, Skipper by moblin

• SITUATION

Skipper scaled up rapidly, and the technology needed to catch up with the business requirements. When taking tens of millions events per day, new machine learning logic and smart analytics business intelligence solutions had to be handled without a DevOps team. Skipper wanted cloud support for those solutions as PaaS and needed to focus more on the product solution than platform maintenance, using reliable tested platforms and services.

• SOLUTION

Skipper chose Microsoft Azure for its cloud support. The events processing solution requires high availability, low latency and flexibility for changes, so Skipper uses Azure Service Bus with the Events Hubs for streaming events and wires the micro-services to the hubs. The Azure Machine Learning solution applies quickly with the ML studio and its community. Azure enables a business intelligence solution that’s based on Data Factory, SSIS and SSAS to build the BI cubes. For Big Data, Skipper uses DWH and Azure HDInsight (Hadoop and Spark) to store the events.

• BENEFITS

Microsoft Azure cloud platform maintenance, scaling and testing allows Skipper to focus on product programming.

Skipper was able to get into new, stable and reliable platform solutions quickly while Azure delivered quick scalability.

