



Success Brief
Intel® Xeon® processor
5500 series



“NeuString’s faster preparation of data extracts using the Intel® Xeon® processor 5500 series allows us to utilise the NeuString Optiprizer much more quickly, thereby managing our roaming business in a near real-time.”

Robert Kondraciuk,
International Roaming Manager,
PLAY

Faster analytics increases competitiveness

Intel® Xeon® processor 5500 series improves performance of mission-critical pricing analytics software for Polish operator PLAY

Company PLAY is a start-up mobile telecommunications company. It is the first multimedia mobile phone operator and the leading operator of 3G broadband in Poland. It is the fourth most popular Polish mobile carrier with more than two million customers. Currently PLAY’s international roaming services are based on cooperation with 270 networks in 130 countries and independent territories around the world.

Challenge Maintaining a highly segmented, innovative and competitive pricing structure is critical to PLAY’s success, and has been a valuable contributing factor in increasing its customer base to well above two million. To remain on top of its game, PLAY must continually reassess these price settings. However, the multitude of available pricing parameters presents an enormous challenge. Concurrently processing large volumes of mobile transaction data, often running into terabytes, requires not only carrier grade software, but also powerful and reliable server processors.

Solution With great effect, PLAY currently uses the NeuString Optiprizer suite of pricing analytics software, running the data extract processing in a NeuString hosted data centre on the Intel® Xeon® processor 5400 series. To improve processing even further, NeuString evaluated the intelligent performance capabilities of the Intel® Xeon® processor 5500 series, based on the next-generation Nehalem microprocessor architecture.

Processing all of PLAY’s historical roaming mobile transactions for 2008 to make the data available for the Optiprizer windows user application, takes just 44 minutes running on the Intel Xeon processor 5500 series, compared to 102 minutes on the Intel Xeon processor 5400 series. This represents a performance increase of 230 percent. Similarly, complex business intelligence tasks can now be performed twice as quickly.

Benefits NeuString is able to process data for PLAY in a much shorter timeframe. PLAY benefits from reduced time to analysis, faster decisions and optimised company results, since having data available on transaction level as well as in any aggregated or segmented form is crucial in delivering a competitive offering based on excellent service.

NeuString itself is able to reduce the cost of running its data centre, since the Intel Xeon processor 5500 series is much more energy efficient than its predecessor. NeuString now plans to make its Optiprizer software available on the new processor for use within its own data centre, as well as for clients on a distributed telco stand-alone model.

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