

zauber

Agile Software Boutique + Social Media Products

PALO ALTO OFFICE
364 UNIVERSITY AV.

BUENOS AIRES OFFICE
COSTA RICA 5546

50
PEOPLE

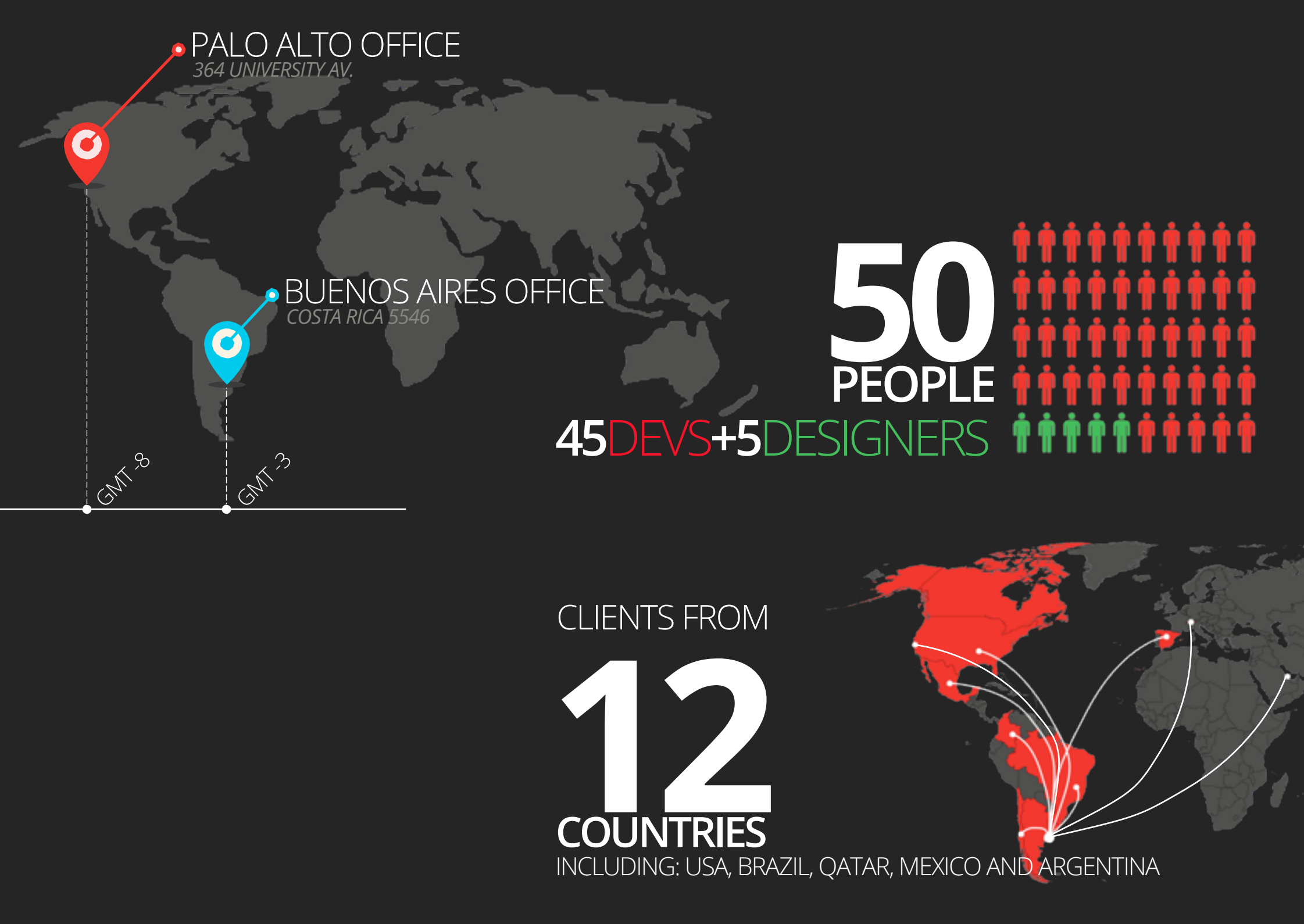
45 DEVS + 5 DESIGNERS

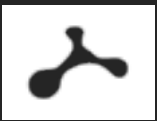


CLIENTS FROM

12
COUNTRIES

INCLUDING: USA, BRAZIL, QATAR, MEXICO AND ARGENTINA





WE

BUILD

INTERNET

APPLICATIONS

COFFEESCRIPT

CONSUMER

WEB WEBSOCKETS
JAVASCRIPT

HIGH SCALABILITY

HTML5

RUBY

CRAWLING APIS

COMPLEX ARCHITECTURES

BIG DATA
SOLUTIONS

INFRASTRUCTURE AS CODE

REAL TIME COMMUNICATION

SCALA NO SQL DATABASES

DEPLOY AUTOMATION



TABLETS

MOBILE APPLE HIGs

APPS TOUCH INTERFACES
IOS

ANDROID JAVA

TESTFLIGHT

METRICS DRIVEN DESIGN

USER
EXPERIENCE

USER TESTING

WIREFRAMING PERSONAS
WEB DESIGN



PROUD
CREATORS
OF

Flowics



TRIBATICS



BIG DATA

CASES

CASE I

Online Advertising



Goal

Optimize
revenue & eCPM
in realtime



Facts

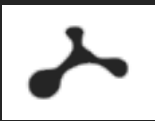
- ❖ Increase CTR without losing revenue
- ❖ Complex rules for serving ads
- ❖ Response time $< 50\text{ms}$
- ❖ 50GB+ worth of data per day
- ❖ 500M+ impressions per day



Solution

Modeling:

- ❖ Hive
- ❖ R and Python for data analysis
- ❖ Analysis is done offline



Solution

Online Server:

- ❖ Highly Scalable
- ❖ 500+ request/second on commodity virtualized hardware
- ❖ In memory data
- ❖ Real time event processing and model updating



Solution

Technology Stack:

- ✿ Java and Ruby
- ✿ Redis
- ✿ Voldemort
- ✿ Kafka
- ✿ Hadoop + Hive

CASE II

Social Media Analytics



Goal

Monitor Brands
Monitor Public Opinion
Measure TV Rating
Perform Market Research

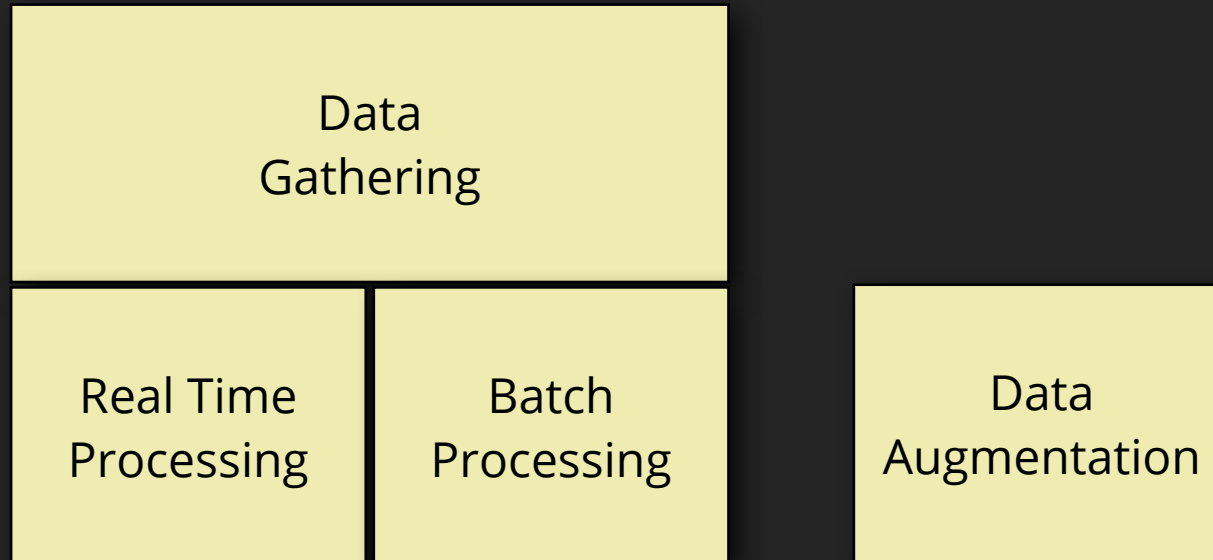


Facts

- ❖ Data sources: Twitter, Facebook, RSS
- ❖ 20GB+ processed / day (Twitter)
- ❖ 180M+ Twitter profiles analyzed
- ❖ Scales elastically
- ❖ Real time analysis + Batch Analysis



Solution





Solution

Data Collection cluster:

- ❖ Acquires data from different sources
- ❖ Fault tolerant
- ❖ Uses Zookeeper for management
- ❖ Stores raw data in S3
- ❖ Queues data for real time analysis



Solution

Real Time Processing:

- ❖ Powered by a Storm cluster
- ❖ RabbitMQ as Input Bus
- ❖ Augments data using AI cluster
- ❖ Calculates statistics
- ❖ Stores stats on MongoDB



Solution

Batch Processing:

- ❖ Powered by a Hadoop Cluster
- ❖ Calculates detailed statistics
- ❖ Managed using Apache Oozie
- ❖ Native MR jobs and Pig scripts
- ❖ Augments data using AI cluster



Solution

Data Augmentation cluster:

- ❖ Performs language, location, gender, age detection
- ❖ Performs sentiment analysis
- ❖ Uses NLP, IR and ML techniques
- ❖ Exposed as a Rest API behind a load balancer

Gracias!