CASE STUDY

RingCentral Dials Up a Data Lake for Quality of Service Analytics

Overview

RingCentral is an award-winning global provider of cloud-unified communications and collaboration solutions. They empower today's mobile and distributed workforces to be connected anywhere and on any device through voice, video, team messaging, collaboration, SMS, conferencing, online meetings, contact center, and fax.

RingCentral provides an open platform that integrates with today's leading business apps while giving customers the flexibility to customize their own workflows. RingCentral's run rate, 32%, means over 200 million calls a month from over 350,000 business customers. RingCentral experienced 37% year-over-year growth and revenue last year.

Challenge

RingCentral had several strategic goals that involved leveraging data insights, including a 360 degree view of conference calls. The volume of data and complexity of data formats, such as CDR (call detail records), made ingesting data,

managing data pipelines, and applying analytics a real challenge.

RingCentral wanted to run multiple business imperatives on a single set of data across multiple analytical solutions.

Solution

To address these real-time analytics challenges, RingCentral partnered with StreamSets to build out data pipelines into an AWS-based S3 data lake to store and analyze its data. RingCentral manages their data pipelines with StreamSets DataOps Platform, which helps them ensure relevant and reliable data is immediately available to all areas of the organization. Together, RingCentral's AWS data lake architecture and StreamSets Dataops Platform allows them to run multiple business imperatives on a single set of data across multiple analytics solutions.

In addition to AWS S3 data lake ingestion, RingCentral also does widespread ETL and data processing for a variety of data sources using StreamSets. By leveraging StreamSets to build smart data pipelines, RingCental has optimized their data movement topologies.

Result

RingCentral is delivering unified communications with the power and intelligence of real-time data.

Cloud is winning.
RingCentral is winning in the cloud.
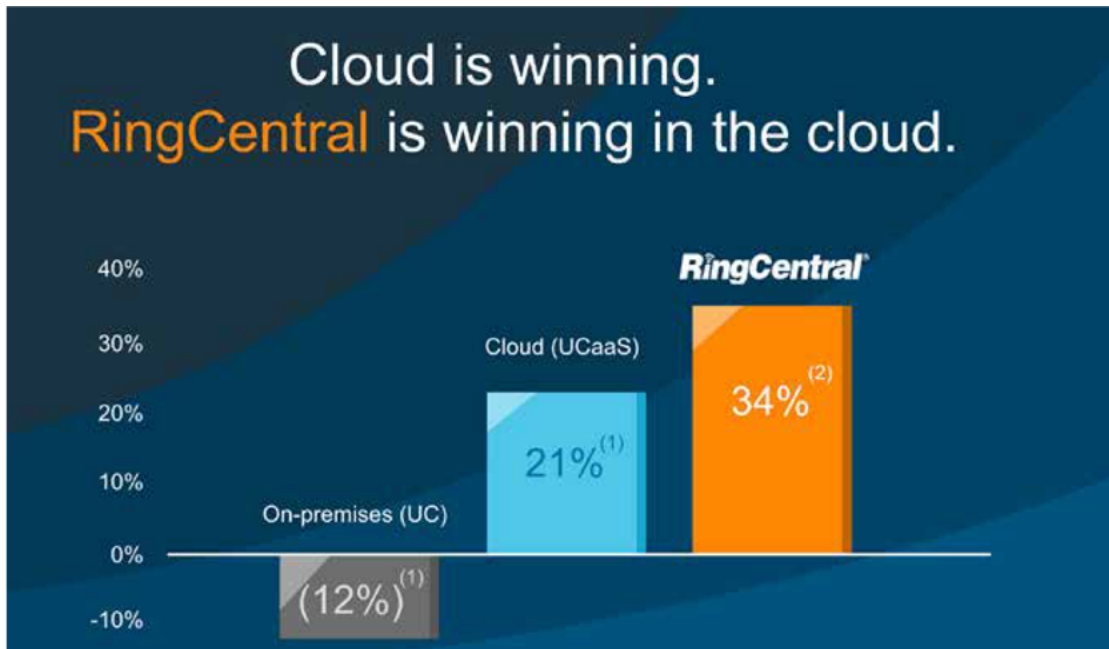
By building a unified AWS S3 data lake and managing dataflows holistically, they were able to address existing initiatives, and each application creates a new opportunity for future capabilities. RingCentral is looking to implement more democratized data science work on their data. They are exploring a standard set of tools that allow for data scientists and data engineers to work more efficiently together and self-serve on the growing data volume. By opening up more users to predictive analytics, RingCentral can begin predicting potential issues like customer churn, network connectivity, identifying fraud, marketing spend analysis, and discovering associated products and services.

ABOUT STREAMSETS

At StreamSets, our mission is to make data engineering teams wildly successful. Only StreamSets offers a platform dedicated to building the smart data pipelines needed to power DataOps across hybrid and multi-cloud architectures. That's why the largest companies in the world trust StreamSets to power millions of data pipelines for modern business intelligence, data science, and AI/ML. With StreamSets, data engineers spend less time fixing and more time doing.
To learn more, visit www.streamsets.com

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