

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

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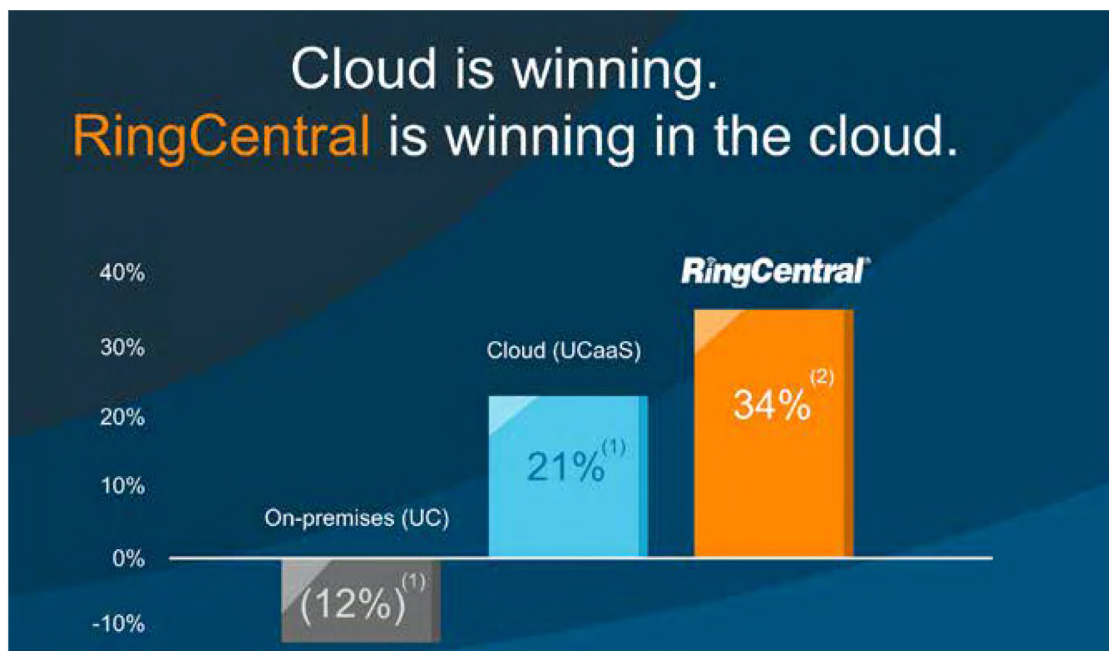
Solution

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, 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 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, RingCentral has optimized their data movement topologies.

Result

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

StreamSets, a Software AG company, eliminates data integration friction in complex hybrid and multi-cloud environments to keep pace with need-it-now business data demands. Our platform lets data teams unlock data—without ceding control—to enable a data-driven enterprise. Resilient and repeatable pipelines deliver analytics-ready data that improve real-time decision-making and reduce the costs and risks associated with data flow across an organization. That's why the largest companies in the world trust StreamSets to power millions of data pipelines for modern analytics, smart applications, and hybrid integration.



To learn more, visit www.streamsets.com and follow us on [LinkedIn](#).