



Industry:

Computer Software

Location:

Austin, TX

Company Size:

11-50 Employees



“ Out-of-the-box, VividCortex saves me two or three years of time trying to figure out how to monitor our databases. It not only monitors the current state of the database, but also provides projections, fault detection, and background analytics — that’s just huge.”



Tim Ray

Sr. DevOps, ActiveProspect

## Database Utilization Insights Help Make ActiveProspect’s Advanced Lead Acquisition Possible

ActiveProspect provides an advanced lead acquisition solution that automates marketers’ processes for finding qualified sales leads and opt-in email subscribers. It plays a critical role in their user’ businesses, where a couple of seconds can make the difference between gaining or losing a new customer. Its platform captures, filters, enhances, and routes leads to any marketing automation system in real-time, while documenting proof of consent for legal compliance with the Telephone Consumer Protection Act (TCPA). Its LeadConduit product offers a data integration hub that allows users to filter, enhance, and deliver leads to any system. ActiveProspect’s other main product, TrustedForm, is the original lead certification service that independently verifies the origin of Internet leads, representing the highest standard for proof of consent for regulations such as TCPA and Canada’s Anti-Spam Law (CASL).

As a high-volume SaaS data provider, ActiveProspect’s DevOps team needs to closely monitor business operational metrics such as usage rates, current growth rates, and future projections to ensure that system capacity can meet demand. The team employs an integrated DevOps methodology, which means team members share responsibilities for development as well as database and operations support.

Before using VividCortex, ActiveProspect’s DevOps team had been looking for a way to augment their database monitoring and diagnosis

process. According to Tim Ray, Senior DevOps, “VividCortex gives me peace of mind so I can just worry about other things like config management or diving deeper into the applications and getting more business insights.” ActiveProspect runs one of its application with Erlang and a Riak distributed NoSQL database on the backend, along with MongoDB. Its other main platform is a Node application that also uses a MongoDB backend.

## Challenges

In the past, ActiveProspect used out-of-the-box features of Server Density for database monitoring tasks. This gave the team basic database statistics and charts, but it was a challenge to interpret these in a meaningful way that could lead to valuable diagnoses. ActiveProspect also used Server Density’s alerting features, but without more precision, ActiveProspect couldn’t take preemptive action. Tim gave the example, “In the past, we’d get an alert because, for example, on June 22, 2013, something blew up, but we didn’t really know what went wrong or why. We just knew that a metric was exceptionally high.”

Due to the team’s dual role of supporting both applications and databases, there was no individual exclusively dedicated to developing deeper expertise in database performance best practices. This led Tim to look for a solution that could offer specific database management insights. VividCortex was the obvious choice. Tim told us, “One of the things that first attracted me to VividCortex was your company’s position to observe databases across many different companies and to leverage that expertise into a sophisticated, informed product.”



**Tim Ray**

Sr. DevOps, ActiveProspect

“ Before VividCortex I could only measure index size and size of the file sitting on the disk, but we needed to measure what they are picking up in memory and things like that. I wasn’t able to see some of those things very easily, so it was very nice being able to pull up that information quickly from VividCortex. ”

Tim explained that without a solution like VividCortex, whenever an issue appeared in the systems, it was difficult to pinpoint its location and rule out the database as the culprit. However, with VividCortex, “It only takes a few seconds or minutes to verify that the database is not the source of an incident.” This saves valuable time, replacing the arduous process of manually sifting through the servers and databases, hoping to find where something went awry. “Now, when something goes wrong, we’re able to immediately rule out a fairly large source of complexity, thanks to VividCortex. Just a few minutes spent in the app can represent days or weeks that I don’t need to spend digging through our databases. That makes a strong business case for VividCortex all by itself.”

Tim also wanted a database performance management solution that could help assess how well ActiveProspect’s infrastructure operated, so he could correctly align technical investments with business requirements. To help with this analysis he needed to understand the system’s performance and utilization at the database layer.

# Solutions

ActiveProspect has found a great deal of success using one of VividCortex's primary features, the Profiler. "I really love the Profiler and the ability to see different queries, to achieve different views and figure out the time that an application is spending in the database," Tim said.

He told us about his especially innovative and valuable usage of the Profiler, when he used it to help determine precise hardware costs in the servers supporting ActiveProspect's four applications. As Tim explained, each application contributes a different amount of revenue, which can vary widely and does not necessarily correlate to how much of a burden it puts on the company's database. In other words, an application can be more of a hardware burden than financial boon. The question was, "How can we properly attribute the cost of the Mongo cluster that all our applications use without just making up a number or saying everything is 25%?"



**Tim Ray**

Sr. DevOps, ActiveProspect

“ We have a relatively small team and we wear multiple hats—VividCortex really helps us leverage our time, kind of like having another DBA as a resource. ”

With VividCortex's Profiler, ActiveProspect was able to observe the exact time each application spent accessing the database. Using VividCortex, Tim could then derive the applications' particular utilization percentages in MongoDB. In the end, ActiveProspect was able to confidently say, for instance, "This particular application contributes 80 percent utilization even though it yields very low income." Where guesswork and estimation previously seemed the only choice, VividCortex gave ActiveProspect a precise, confident method for solving a significant budgeting question. "It took me only five or ten minutes to find the right numbers in VividCortex, Tim said. "It was a straightforward task, and I didn't have to make any configuration changes." VividCortex was ready to show ActiveProspect the depth and precision it needed, so it could continue providing customers lead acquisition automation on their sturdy, reliable system.



VividCortex is the best way to improve your database performance, efficiency, and uptime. It is a secure, cloud-hosted platform that eliminates your most critical visibility gap, providing deep insights into production database workload and query performance. It measures the performance and resource consumption of every statement and transaction, then uses patented algorithms to analyze and surface relevant insights, so you can proactively fix future performance problems before they impact customers.