

Crux Informatics gets better economics, performance with BigQuery

To implement BigQuery, Google Cloud worked with their partner, SADA. Crux is glad they did. They're impressed with how the SADA team responded as soon as Crux made the call, helping them enhance BigQuery's performance to better meet their needs.

The challenge

In a few years, Crux has already managed over 900 million data files while working with over 145 data partners. But with over 3.5 petabytes of data, Crux worried about cost issues that could arise if they had to duplicate that data. When Crux began to design their platform for the future, they realized that their current data warehouse solution wouldn't scale cost effectively as data increased.

The solution

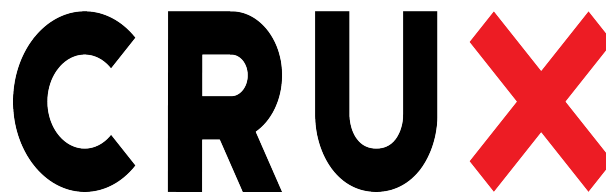
Moving to BigQuery gave Crux a great deal. SADA and Google Cloud were invested in Crux's success, working with them to develop a cost structure for their needs. Crux also believes the security integration with tooling in BigQuery is second to none. Integration extends to making Crux a part of the BigQuery ecosystem. Support is very easy to dismiss, but when Crux needed help, SADA's team was on it.

The results

The results that Crux gained by working with SADA to move to BigQuery on Google Cloud include: (1) better economics and improved cost structure, (2) integrated security and deeper integration with tools across the board, (3) 10 times faster load times, (4) enhanced query performance, (5) no need to replicate databases to other places (with BigQuery, just select the region and the data's there).

“Moving to BigQuery has been painless. SADA and Google Cloud were invested in our success, working with us to develop a great technical solution that met our business' commercial needs.”

Mark Etherington, Chief Technology Officer, Crux Informatics



About Crux Informatics, Inc.

Crux offers a managed data engineering service that helps companies scale their critical data delivery, preparation, and operational needs. Our cloud-based technology stack accelerates the flow of data between data suppliers and consumers, ensuring you get the data you need, how you need it, and where you need it.

Industry: Software & Internet

Primary project location: United States



About SADA Systems

At SADA, we climb every mountain, clear every hurdle and turn the improbable into possible—over and over. Simply put, we propel your organization.



Google Cloud
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Products

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