

Talon One delivering business agility with Aiven services on GCP

Aiven provides a comprehensive set of open source based managed data services running on Google Cloud Platform.

The challenge

Talon.One faced multiple challenges that they knew they'd struggle to meet on their own. Their promotion configuration services, offered to consumers at the point of sale either online or at a physical location, would have to be able to process data in the blink of an eye. Consistent performance would be absolutely business critical, and that needed a solid, high-performance setup.

The solution

Talon.One quickly discovered that Aiven would in fact be able to accommodate all their requirements out of the box with a versatile, flexible, comprehensive managed service running the latest software versions. So they built their own platform on top of Aiven's DBaaS platform.

The results

Today Talon.One has approximately 100 corporate customers, and their databases go up to a terabyte in size for each customer. The data traffic is in the order of 60 million API calls a month per customer, and that traffic isn't coming in steadily but in floods and trickles. The system needs to be able to respond quickly in either condition.

“Aiven has been with us from day one. They are the reason we're even able to offer the Talon.One platform,” says Laurens. “Without them, we'd have to manage hundreds of database servers at high availability ourselves. Instead, we could use the relatively small team that we had at the time and just focus on the product we were developing.”

Laurens Van Wiele, Head of Product



About Talon One

Talon One provides the Worlds most powerful promotion engine making promotions more targeted, effective and accessible - Worldwide. Launched in 2015 by an experienced team of developers and entrepreneurs, since then, Talon.One has grown into the leading Promotion Engine for eBusinesses operating all around the world.

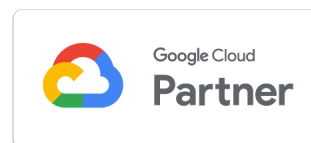
Industry: Advertising & Marketing

Primary project location: Germany



About Aiven Ltd

Aiven offers fully managed open source data services on Google Cloud. Our services are available on the GCP Marketplace.



Products

Google Cloud Platform