



M2Catalyst improves consumer mobile user experience with M2AppMonitor and Bit Refinery Powered Hadoop

PROFILE

M2Catalyst is a mobile software development and distribution firm based in California. The company produces compelling and differentiating Android, iOS, Big Data, Cloud, Social Networking, and Analytics software products for the consumer and for the wireless carrier, device OEM, app developer, media, and enterprise markets.



M2Catalyst is the developer behind M2AppMonitor - featured in the 2013 CTIA Innovation Showcase and nominated for a CTIA e-tech award - which is designed to improve the consumer mobile user experience and prevent tech support calls by providing carriers with in-depth app market data. The company is also the innovator behind Matchcut - a revolutionary new video creation app.

Background

The rapid explosion of Android devices and related apps has taken the mobile market by storm. With more than 1 million Android apps in the market, each of which can be updated every 3 weeks, that equates to approximately 17 million different app updates per year. It is difficult for device manufacturers, carriers and app developers to keep up with updates and pinpoint problems, often resulting in frustrating performance issues (e.g., battery drains, CPU issues), frustrated consumers and returned devices.

M2AppMonitor is a crowd-sourced solution to the Android app user experience. As users run apps on their devices, M2AppMonitor tracks resource utilization and usage statistics, with the consumer's knowledge and permission,

across dozens of metrics - CPU, memory, WiFi, signal coverage, and more. This data is anonymously transmitted to data processing servers where it is aggregated and compared to application category benchmarks. This data is then used to provide the users with comparative reports and recommended applications. It is also provided to app developers to better their products and carriers to improve customer care. M2AppMonitor is available on Google Play as a free consumer application. In addition M2Catalyst has an software development toolkit (SDK), which is available to application developers and used to collect analytics on their applications. Between these products M2Catalyst gathers massive amounts of data which is used to better the Android community.

THE SOLUTION

Initially M2Catalyst started using Amazon's EMR service. It became apparent that whatever service the company selected, it needed to be available 24/7. Reports are constantly being created due to the fact that company's SDK was starting to be used by numerous app development companies worldwide and this 24/7 availability would prove to be very costly using the EMR service.

M2Catalyst researched its options, and after a review of offers in the market, selected Bit Refinery, a premier enterprise VMware and Hadoop hosting and managed services provider. Hosted Hadoop from Bit Refinery is the only solution on the market that combines dedicated Hadoop nodes with an enterprise VMware cloud infrastructure while additionally offering Hadoop managed services allowing their clients to immediately maximize the benefits of a Hadoop infrastructure.

THE CHALLENGE

M2Catalyst has grown to a place where the company now gathers billions of bits of information based on usage of the M2AppMonitor app. The challenge quickly became how to architect and scale its solutions with its partners moving from billions to tens of billions of bits of information and beyond across the Android app ecosystem.

THE BENEFITS

- **Flexible Solution** - Customers can add nodes as they grow which saves a tremendous amount of money in the long run.
- **Bring your own Hadoop** - Since Bit Refinery supplies the hosting infrastructure you can use any flavor of Hadoop including Cloudera and Hortonworks.
- **Extremely Responsive** - Bit Refinery responds to support tickets within hours vs. 48 plus hours with other solutions.
- **Support for Data Shuttling** - Bit Refinery makes it easy to shuttle data in and out of the Hadoop environment.
- **Competitively Priced** - Hadoop nodes start at \$250/mo and are available 24/7/365 days a year.
- **Managed Services** - Bit Refinery offers a variety of Hadoop system administration and architecture services.

CONTACT US

Contact Us for Hadoop Hosting

Bit Refinery, LLC
855.874.9700
www.BitRefinery.com
Sales@BitRefinery.com

“Bit Refinery has been so responsive and easy to work with,”

said Brad Zeschuk, VP Engineering, M2Catalyst

“They had our test site up and running in days, meeting our very aggressive schedule. Bit Refinery was also instrumental in helping us with the Hadoop system administration and architecture which allowed us to begin seeing the benefits of Hadoop immediately by zeroing in on what information was most useful to our organization. We’ve since gone from beta to a live program, and along the way the support has been stellar.”