



CASE STUDY

# Advertising security start-up tackles cyber fraud with KX

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“Partnering with an adtech cybersecurity start-up has been an exciting journey to see how KX can be leveraged for a unique solution.”

Organization: **Advertising Security Software Start-Up**  
Geography: **Global**  
Industry: **Advertising**  
Employees: **50+**

This advertising security software company is dedicated to uniquely stopping app install fraud by detecting and tackling it before events occur. Its full-stack solution protects marketing budgets at every stage – designed for the growing market in mobile advertising. The offering is lightning fast, accurate, and able to detect over 140 types of cyber fraud. With its unique architecture and high level of transparency, the company is committed to working with high quality market regulated technologies to help end-users focus on their business without disruption.



**The company’s cyber security software needed a cost-effective compatible solution that could support their highly structured, time stamped data.**



## ADVERTISING SECURITY SOFTWARE START-UP

### THE CHALLENGE

This unique cyber security start-up needed a new scalable technology partner that could help them stop fraudulent app installs. Initially, they were operating 4 production clusters containing 10 databases, running MongoDB 3.4+, managed by MongoDB Atlas on AWS. However, they quickly found issues with the amount of time the CPU spent in IOWait, which was about 8% on each core or 60% across the cluster. The company tried to mitigate this with vertical scaling, but it was not addressing the underlying issue of MongoDB. They needed a new solution immediately that could support their highly structured, time stamped data.

### WHY KX

KX on AWS marketplace was selected and able to be installed instantly as a cloud solution to produce a fault tolerant continuous data capture system with the ability to scale. KX's cloud native system made the migration seamless, helping them get back to business-as-usual without straining their budget.

## ➤ Proactive alerts to provide fault detection before they happen using predictive analytics

### THE BENEFITS



Predictive analytics detect potential faults **before they happen**



**Lowered cost** on a 3rd party infrastructure



**Real-time monitoring** and alerts