

# Grasshopper (Formerly GotVMail)

Pythian  
love your data



Having a professional, flexible phone system was a surprisingly big challenge for small businesses short on cash. Enter Siamak Taghaddos and David Hauser who launched GotVMail to offer that service at rates starting at only \$10 per month in 2003 as they were graduating college. They launched their business with under \$200,000 in capital. They bootstrapped their way to profitability quickly, and are now driving over \$10 million in annual revenue. Keeping up with that kind of

growth meant being able to scale the underlying service delivery platform at the lowest possible cost, without compromising customer satisfaction.

- ▶ Customer reports went from 40-minute execution times to nine seconds.
- ▶ The Pythian solution cost only 10% of the original proposed solution Grasshopper had considered.

## The Challenge

Successful growth and customer acquisition were putting a strain on the database infrastructure. Reports run by customers were taking too long to return and this was negatively impacting the experience. Pythian was asked to audit the existing reporting application and make recommendations on how to resolve the underlying performance bottlenecks.

## The Solution

Pythian reviewed the software responsible for the performance concerns and evaluated the data structures underlying the application. It was determined that the optimal and most cost-effective way forward was to rebuild the application logic that generates the reports. Rather than executing application code, the reports were rewritten using SQL and the underlying data structures were optimized for fast query results.

## The Results

The Pythian recommendation netted demonstrable improvements in reporting speed and it cost only 10% of what was initially considered. In some cases, reports that took over 40 minutes to execute now return in less than nine seconds. In addition, they saved themselves the ongoing software maintenance costs the original vendor was charging.

### Contact Us Today

Pythian is a global industry-leader in remote database administration services and consulting for Oracle, Oracle Applications, SQL Server and MySQL.

Canada/HQ: +1 613 565 8696

Sales: +1 866-Pythian

USA: +1 617 682 4508

Asia-Pacific: +61 2 9844 5431

Europe, Middle East & Africa: +420 246 019 599

[sales@pythian.com](mailto:sales@pythian.com)

[www.pythian.com](http://www.pythian.com)