

ASU DECISION THEATRE QUICKENS PULSE

Moves powerful data tool to the AWS Cloud.

July 1, 2020 (TEMPE, AZ) - Today, Arizona State University's Decision Theater announced its migration of Pulse, its data-intensive social media analytics tool, to the cloud. This move enables the organization to keep up with rapidly increasing demand for Pulse from public and private sector organizations, which use Pulse to gain valuable insight into customer and citizen insights in near-real time.

"By moving Pulse to the cloud, we are opening the door for significantly more public and private organizations to benefit from the real-time information into the trends of their customers, while further cementing ASU's position as a thought leader at the cutting edge of technology," said Mary Jones, member of the ASU Board of Trustees. "Since its creation, Pulse has provided valuable insights across social media platforms, as well as internal customer data, but has been challenged to provide data for multiple complex queries due to its reliance on on-site servers. Migrating this tool to the cloud increases our ability to surface hundreds of actionable data points and will open the door to new customer opportunities."

Pulse was built and hosted on Decision Theater's local servers, which are limited in capacity and lack the compute power and global presence necessary to execute high-performance analytics calculations in real-time, including the ability required to run advanced machine learning models. By moving Pulse to the cloud, Decision Theater will be able to meet its current and future compute needs and gain access to a wide variety of database, analytics, machine learning, and artificial intelligence tools.

"In the past, it took up to 6 months for Decision Theater to handle our requests for new dashboard or machine learning models," said James Miller Head of Global sales for Athletic Shoe Company (ASC). "With Pulse's migration to the cloud, in less than two weeks we were able to launch an entirely new dashboard of key business trends that integrates multiple social media feeds with ASC's proprietary customer data in near-real time. The speed and scale of this new functionality allows us to be even more responsive to consumers, and will directly impact our bottom line. We are now exploring ways to deepen our partnership with Decision Theater."

As a result of the Pulse migration, existing customers are able to receive expedited responses to their requests for new features, and Decision Theater is able to handle new customer requests in an expedited fashion.

For more information on how to use the PULSE tool, contact Decision Theater at (480) 965-4098.

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