



**CLIENT**  
Grasshopper

**INDUSTRY**  
Retail

**BUSINESS NEED**  
Customer reports were taking too long to return and overall service was slow as the system began to experience performance bottlenecks during peak use.

**SOLUTION**  
Pythian conducted an application performance audit.

**RESULT**  
Report execution reduced from 40 minutes to 9 seconds; lower application maintenance costs; project cost only 10% of initial quote.

## **PYTHIAN HELPS GRASSHOPPER SCALE WITHOUT COMPROMISING CUSTOMER SATISFACTION**

*Founded by two entrepreneurs, Grasshopper has been making it easier to start and grow a small business since 2003. Grasshopper has helped over 150,000 entrepreneurs sound professional and stay connected by solving issues of time, resources, distance and more.*

### **BUSINESS NEED**

Siamak Taghaddos and David Hauser, who originally launched the company as GotVMail, bootstrapped their way to profitability quickly and now drive \$10 million in annual revenue. Keeping up with that kind of growth meant being able to scale their underlying service delivery platform at the lowest possible cost, without compromising customer satisfaction. Grasshopper's successful growth and customer acquisition were putting a strain on their database infrastructure. Customer reports were taking too long to return—sometimes resulting in delays of up to 40 minutes—and overall service was slow as the system began to experience performance bottlenecks during peak use.



## **SOLUTION**

Pythian was asked to audit the existing reporting application and make recommendations on how to resolve the underlying performance bottlenecks. During the audit, Pythian quickly identified the application responsible for the performance concerns. The next step was to review the software causing the performance issues and evaluate the data structures underlying the application. They 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.

## **RESULT**

Pythian's recommendations and actions netted demonstrable improvements in reporting speed, exceeding Grasshopper's performance expectations and costing only 10% of what was initially proposed. In some cases, reports that used to take over 40 minutes to execute were now returning in less than 9 seconds. As an additional benefit, the rewritten reporting application required little to no maintenance, saving Grasshopper the ongoing software maintenance costs the original vendor was charging.

## **ABOUT PYTHIAN**

Pythian is a global leader in data consulting and managed services. Since 1997, we have specialized in planning, deploying, and managing business-critical data systems for large and mid-market enterprises. Learn more about Pythian and its elite teams of data experts at [www.pythian.com](http://www.pythian.com).

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