

Small Business Automotive & Transport Company Lowers Total Cost of Ownership by Switching to Couchbase on Azure

Introduction

This case study of a small business automotive & transport company is based on an October 2020 survey of Couchbase customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

Challenges

The business challenges that led the profiled company to evaluate and ultimately select Couchbase:

- Experienced the following challenges prior to implementing Couchbase:
 - Having an expensive solution
- Considered the following vendors before choosing Couchbase:
 - MongoDB
 - Redis
 - Cassandra
 - Azure Cosmos
 - AWS DocumentDB
- Considered the following cloud platforms before choosing Couchbase:
 - Amazon Web Services
 - Google Cloud Platform
 - Microsoft Azure
- Selected the following cloud providers:
 - Amazon Web Services
 - Microsoft Azure

Use Case

The key features and functionalities of Couchbase that the surveyed company uses:

- Chose their cloud platform for their organization for the following reasons:
 - Price
 - Regional availability
 - Corporate initiative
 - Preference as a vendor
- Values the following Couchbase features compared to other solutions they have used:
 - Memory-first architecture
- Uses Couchbase primarily for IoT data management.

Results

The surveyed company achieved the following results with Couchbase:

- Rates the following improvements since working with Couchbase:
 - lowered total cost of ownership: up to 25%
 - increased query performance: up to 25%
 - accelerated response times: up to 25%

Company Profile

The company featured in this case study asked to have its name publicly blinded because publicly endorsing vendors is against their policies.

TechValidate stands behind the authenticity of this data.

Company Size:
Small Business

Industry:
Automotive & Transport

About Couchbase

Couchbase provides an enterprise-class, multicloud to edge database that offers the robust capabilities required for business-critical applications on a highly scalable and available platform.

Learn More:

[Couchbase](#)