



About Spireon

Spireon, Inc. is North America's leading connected vehicle intelligence company, providing businesses and consumers with powerful insights to track, manage and protect their most valuable mobile assets. The award-winning **Spireon NSpire**® platform supports nearly 4.5 million active subscribers across the company's growing suite of products for new and used car dealers, lenders and financial institutions, rental car agencies, commercial and local fleet operators, and consumers.

4.5 Million
active subscribers

15 Billion
data events per year

99.99%
system availability

1 Platform
to power it all

The Problem: Scaling to Meet New Data Demands

Spireon's existing infrastructure needed to evolve to meet the demands of the business to include near real-time insights and rapid product delivery. It was time for Spireon to evaluate new best-in-class technologies designed to solve the key data challenges facing the team.

The goal of the new platform was to:



Decrease time-to-market when launching new products



Deliver near real-time data to customers



Enable a custom dashboard for every fleet manager



Enable customers to derive greater insights when managing their fleets and drivers

The Solution: Looker + Snowflake + Experts

The Bytecode IO team was engaged to develop an integrated experience powered by the Looker data platform. The team of expert Looker developers built a custom workflow for fleet managers to easily select, customize and manage their own dashboard visualizations tailored to exactly the data they cared about.

The decision was made early to leverage Looker's core capabilities for visualization, row level security, single source of truth definition and dashboarding capabilities while extending functionality via the API for an integrated experience. The entire platform is powered by Snowflake, which enables horizontal and vertical scaling to accommodate the demands of a commercial analytics product used by hundreds of concurrent users.

Bytecode IO was engaged to accelerate development of the new analytics product by leveraging their extensive experience delivering 100+ Looker deployments.

The Results: New Products in Weeks Not Years

Spireon launched their new analytics platform that enables every customer a custom view into the data that matters most to them. The strong foundation of technologies **Snowflake + Looker** allows the product team to quickly iterate and deliver new data features in days and weeks as opposed to months and years. In a competitive market, this type of rapid innovation is a huge advantage for the Spireon product team.

Looker's modeling layer is leveraged to maintain a single version of the truth that provides flexibility while also maintaining proper data governance. Core capabilities within Looker power Spireon's user, content and data management. Now the team can focus on building innovative workflows rather than worrying about application infrastructure. As Looker builds new features, the Spireon team can deliver even greater value and functionality to their customer base.

Every fleet manager supported by Spireon is now able to create their own custom dashboard through a simple, intuitive workflow, giving them exactly the insights they need everyday. The product team has a rich roadmap of new capabilities, and now has the technology to deliver on a vision for the future of Spireon.



Bytecode IO is a consulting services company and Looker Advanced Consulting Partner that delivers on a simple promise to turn a customer's vision into reality. With a mission to deliver business value and outcomes, Bytecode IO's team of solution architects, data engineers, and Looker certified developers offers full stack services to solve the hardest data challenges.
www.bytecode.io



Looker is a complete data platform that offers data analytics and business insights to every department, and easily integrates into applications to deliver data directly into the decision-making process. The company is powering data-driven cultures at more than 1200 industry-leading and innovative companies.
www.looker.com



Snowflake is a fully columnar database with vectorized execution, making it capable of addressing even the most demanding analytic workloads. Snowflake is built for speed, even with the most intense workloads. Its patented architecture separates compute from storage so you can scale up and down on the fly, without delay or disruption.
www.snowflake.com