



“We can deploy bare metal servers very quickly, which allows us to get more done and serve more customers.”

—Stas Goshtein, Director of DevOps, PIPL

Business challenge

To deliver its “people data” solutions to organizations worldwide, PIPL needed a powerful cloud hosting platform with a network designed to support rapid, cost-effective data transfer between sites.

Transformation

An IBM Cloud hosting solution offered the high-performance technology and flexible deployment options PIPL required. Provisioning IBM® Bluemix® infrastructure in Dallas, Texas, and Seattle, Washington, to host its product suite, the company serves customers throughout North America, South America, Europe and the Asia-Pacific region.



Stas Goshtein
Director of DevOps
PIPL

Business benefits

Improves agility

with Bluemix cloud resources available for deployment on demand

Manages costs

with rapid data transfer between data center locations at no additional charge

Drives growth

with hosting locations worldwide to support PIPL as its business continues to expand

PIPL

Powering the world’s largest “people search engine” with IBM Cloud technology

Founded in 2005 and headquartered in Post Falls, Idaho, PIPL offers a suite of “people data” tools to support identity verification, compliance and sales intelligence processes. The core of the company’s product portfolio is a proprietary identity resolution engine that combines more than 40 billion online and offline records to create an index of “people profiles” searchable by key data points, including social media handles, email addresses and mobile phone numbers.

Solution component

- IBM® Bluemix®

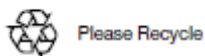
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