

Meeting production and development timelines for breakthrough Business Projects



About Podo

Podo, a marketer of renewable energy electricity and gas, caters to households and SMEs. Its 2016 entry revolutionized the electric sector through technology, giving consumers full control.

Podo opted for solutions enabling consumers to manage their consumption unprecedentedly.

PUE Data contributed technological solutions ensuring adherence to production timelines and developing innovative projects for business enhancement.

The challenge

To achieve this, Podo required the agility and flexibility of a tech partner like PUE Data. This partnership initiated developments currently aiding consumers in unprecedented consumption management.

Podo's success stemmed from efficiently managing a large customer base with minimal resources through a scalable platform, and by customizing electricity offers through clustering based on a 24-month consumption history and regional weather conditions.

The solution

PUE Data's expertise in agile and DevOps projects allowed Podo to meet short production timelines and continue innovating. Together, they designed a Big Data architecture on Cloudera, deployed on Google Cloud, and integrated with Salesforce. This setup addressed various use cases:

- Consumption prediction and tariff calculation.
- Computer vision for invoices and promotions.
- Address normalization and property registry.
- Asynchronous offer calculation.

Technologies applied

The solution utilized a Big Data platform with Cloudera + Spark, HBase, SOLR, Redis, MariaDB, Node, Angular, Impala.

Kubernetes-based microservices for auto-scalability.

Google Cloud for cloud infrastructure.

OCR for digital invoice recognition to calculate offers.

Podo and PUE Data continue to develop projects that advance business innovation.

Global results

- 30 million users with customized offers based on consumption patterns.
- Human-less registration process.
- Automated consumption calculation and billing.
- 99.9% yearly platform availability.
- Support for 50,000 recurring web users.

PUE Data services

- Development of Cloudera-based solutions.
- Google Cloud infrastructure and management.
- Auto-scalable architecture based on Google Cloud.
- Salesforce integration.
- Monitoring and maintenance support for all platforms and systems.

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