



Corporate Fact Sheet

About CitrusLeaf

Citrusleaf is a database technology company. Founded in 2009, Citrusleaf offers a new type of NoSQL database based on the best practices of proven database and distributed technology. The company is privately held and is funded by Alsop Louie Partners, Kalpathi Investments and Draper Associates. It received its first VC funding round in early 2011 and publicly launched in March 2011. Citrusleaf is headquartered in Mountain View, California and has an engineering and support team in Bangalore, India.

Our Product

The company's NoSQL database platform, Citrusleaf 2.0, solves a key problem that challenges today's most data intensive, mission-critical businesses: how to optimally store and access terabytes of schema free data in real-time, with high throughput, ACID compliance, and 24x7 uptime. Citrusleaf RTA™, a real-time attribution database solution, helps online and mobile ad companies store and retrieve select user behavior history from huge volumes of data.

Citrusleaf is currently deployed across multiple ad exchanges, DSPs and online and mobile advertising companies, powering user data storage solutions for real-time bidding applications. It helps store critical user data and quickly and effectively map incoming impressions to demographic profiles. With results in under a millisecond, companies can then analyze the data to drive decisions in real-time. Common deployments are terabytes of data, billions of objects, and 200K-plus transactions per second per node, with sub-millisecond latency.

Citrusleaf delivers a new approach based on proven best practices and an architecture designed specifically to provide high availability, linear scalability and exceptional performance. Citrusleaf's products are easy to use and deploy, come with full support from the team that wrote it, are optimized for commodity hardware, have flexible data storage choices, are highly available with little to no downtime and have very low maintenance costs. Each Citrusleaf license includes deployment planning and 24x7 telephone and email support. In addition to digital advertising, Citrusleaf plans to extend its focus to other mission-critical and high-performance environments, including finance, telecom and social media.

Overview

Founded in 2009, Citrusleaf, Inc. is a privately held company based in Mountain View, CA.

Leadership

Brian Bulkowski
CEO & Founder

Srini V. Srinivasan
CTO & Founder

Tammy Artim
VP of Marketing

Investors

- Alsop Louie Partners
- Kalpathi Investments
- Draper Associates

Contact Us

Citrusleaf Headquarters
1503 Grant Street
Suite 203
Mountain View, CA
94040

P: 650-336-5323

E: info@citrusleaf.com
