SUCCESS STORY

Fiber AI turbocharges sales and business development workflows with lightning-fast search from Elastic

Super accurate and highly scalable, Elasticsearch enables Fiber AI customers to automate prospecting workflows, set up meetings, and close deals with fewer resources.

Region	**Industry**	**Solution**
United States	Software & Technology	Elasticsearch

Delivers a better product experience with Elastic

With Elasticsearch, Fiber AI's product searches and unifies information across key data sources to deliver insights to customers for personalized sales outreach in seconds.

Boosts customer search outreach response rates by 50%

With Elasticsearch, Fiber AI has helped their customers increase sales outreach response rates by 40-50%.

Reduces data costs by 80% even after growing database to terabytes

With Elastic's data tiering capabilities, Fiber AI optimized and scaled its growing database and reduced monthly costs by more than 80% without affecting performance and response times.

Fiber AI is revolutionizing the way organizations target and engage with sales prospects worldwide. Its AI-powered marketing automation platform enables customers to streamline outbound sales and prospecting workflows. Elasticsearch, built on the powerful Search AI Platform, plays a critical role at the heart of this solution.

Used by Sales Development Representatives (SDRs) and Business Development Representatives (BDRs), Fiber AI enables customers to search through its database to find target prospects with unparalleled accuracy, send custom messages drafted by generative AI, and automate other key sales activities.

As a result, sales and business development teams can spend less time on manual tasks and more time building relationships. This increased focus has enabled Fiber AI customers to secure deals with notable figures like Mark Cuban, Jason Calacanis, and executives at tech giants such as Google, Microsoft, and Amazon.

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A billion rows searched in a second

Although still a startup, Fiber AI stands out for its massive prospecting database, aggregating data from over 50 providers, including BuiltWith, Crunchbase, and Gartner. It also boasts the largest offline LinkedIn database, containing 13 million global job postings, data on 40 million companies worldwide, and 850 million LinkedIn profiles.

Making this massive volume of data easily searchable is a huge undertaking. When building its infrastructure, Fiber AI evaluated several database search solutions, including ClickHouse and other columnar databases. The team even experimented with SQL solutions that use vectorization techniques on PostgreSQL. However, none matched the speed and performance of Elasticsearch.

Neel Mehta, CTO and founder, Fiber AI, says, "When I first tried Elasticsearch, I was blown away. I ran a search on a billion rows in just one second, whereas other products took 30 minutes. I honestly don't know how we managed without it."

Elasticsearch's agility also enables Fiber AI to quickly add new search criteria in response to customer needs. For instance, a new customer requested a feature to find employees at companies with five to 10 personnel holding the title of product manager and based in India.

Mehta says, "I was really worried, thinking it would take months to build and require additional hires for ETL (Extract, Transform, and Load), multiple databases, joins, and more."

To his surprise, it required only 100 lines of Elasticsearch DSL (Domain Specific Language) code. "No other tool I know has increased our productivity like Elasticsearch. It allows us to add new features for our customers every week. The amount of time and effort it saves is enormous," he says.

With Elastic, FiberAI is able to build a better product experience, enabling its customers to take advantage of search features that accelerate deal generation.

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From startup to scale-up

As a company with a small, eight-person team, Adi Agashe, CEO and Founder, Fiber AI, found scaling up daunting. "We started with just megabytes of data, and now we have terabytes," he says. "I thought, there's no way a small team can handle this."

Elasticsearch has been critical in overcoming those challenges. "We began testing with about a million rows, and now we're handling a billion without any noticeable slowdown." He also highlights Elasticsearch's efficiency with inverted indices: "No matter how much data you throw in, Elasticsearch runs just as fast," he says.

Elasticsearch also excels in standardizing job titles when searching offline LinkedIn data. For example, someone searching for an engineering manager might encounter variations such as 'engineering manager,' 'E.M.,' or 'manager, engineering,' and potentially in multiple languages.

Fiber AI has integrated hundreds of synonyms into its system, allowing customization of terms and stop words. For instance, if a customer searches for 'rev ops,' it automatically recognizes this as 'revenue operations.'

Greater precision enables Fiber AI customers to find high-quality prospects faster. "Our customers no longer waste two to three hours compiling lists of job titles manually," says Mehta. "They don't have to rely on broad, vague search terms that yield long lists of mediocre prospects and often lengthy vetting processes."

> With Elasticsearch, customers have increased their sales outreach response rates by 40 to 50% with virtually no loss in performance.

Aditya Agashe
CEO and Co-Founder, Fiber AI
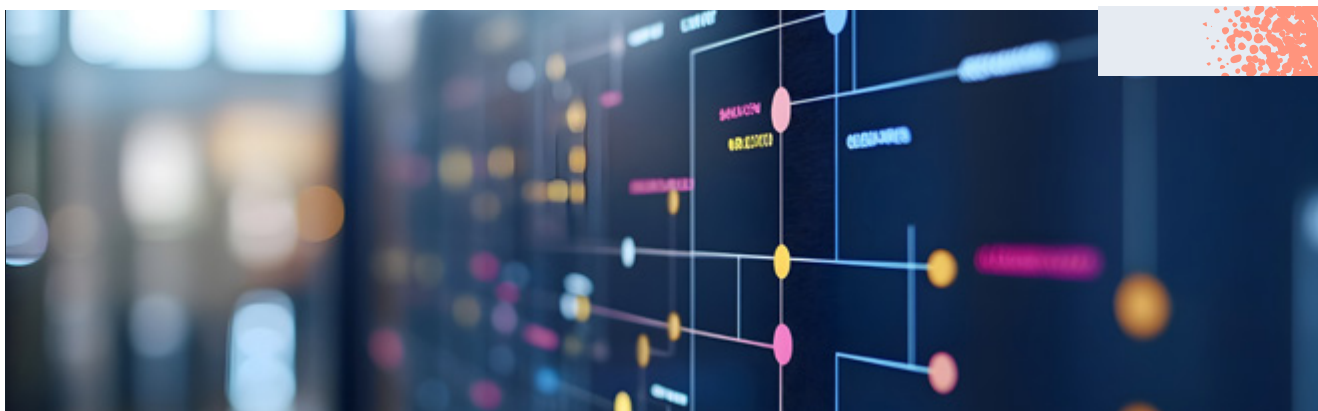
A speedy response to support tickets

Agashe also praises Elastic's support team. "Elastic was one of the first companies we worked with where senior principal engineers jumped on calls with us whenever we had a support ticket open," he says.

For example, Elastic advised the Fiber AI team on optimizing their Elasticsearch setup, including hot/warm tier strategies and cluster configurations. This led to a significant cost reduction of over 80%, decreasing monthly costs from $12,000 to between $1,000 and $2,000.

With Elastic's support, Fiber AI plans to scale its AI capabilities and add further automation features for customers within their product. With the ability to integrate Elastic and it's AI capabilities into the product, Fiber AI is innovating faster than ever. "We're working on providing quick auto-responses that include meeting links, FAQs, or whatever else the customer needs," Mehta says. "With Elastic, we can continue to scale up our AI capabilities and keep adding new search features."

> We're incredibly grateful to be working with Elastic. It's rare to find a company so genuinely invested in helping us succeed, especially in those critical early startup stages.

Neel Mehta
CTO & Founder, Fiber AI

Address complex threats with Elastic Security, built on the Elastic Search AI Platform, to streamline SecOps.

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