

# FanKave Delivers Real-Time Engagement and AI Insights with Couchbase



FanKave is redefining fan and customer engagement with two powerful platforms: FanKave, focused on immersive fan experiences in sports, entertainment, and corporate events; and FanVoice, a voice-first AI feedback platform transforming how businesses collect and act on customer insights. With over 40 events per year and high-traffic activations ranging from NBA games to executive briefings, FanKave enables real-time, personalized, and data-rich experiences that captivate audiences and inform business decisions.

## Challenges

- Needed a highly scalable, low-latency database to power real-time fan engagement and gamified experiences during high-traffic events
- Required a flexible data model to manage diverse data types, including digital content, user profiles, game data, and voice transcriptions
- Sought to deliver personalized experiences and real-time insights across both entertainment and enterprise use cases, including live feedback and sentiment analysis

## Outcomes

- Replaced legacy relational systems with Couchbase to achieve sub-second response times during live events and support millions of interactions annually
- Leveraged Couchbase's JSON document model to unify user data, gameplay activity, and voice feedback, powering dynamic personalization and AI-driven insights
- Achieved scalable performance across 40+ large-scale events each year through Couchbase's distributed, horizontally scalable architecture

## Industry

- [High Tech](#)

## Customer application

- Fan and user engagement platform
- Voice-first AI customer feedback platform

## Use case

- [Real-Time Analytics](#)
- [Personalization and Profiles](#)
- [Artificial Intelligence](#)

## Product

- [Couchbase Server](#)

## Key Features

- [In-Memory/Caching](#)
- [Multi-Dimensional Scaling \(MDS\)](#)
- [SQL++](#)
- [Analytics](#)

**“Couchbase is a fundamental pillar of everything we do. It’s the engine behind both FanKave and FanVoice. It scales effortlessly, delivers instant gratification for tens of thousands of users, and supports our AI-driven journey.”**

— Sasi Parthasarathy, CEO and Founder, FanKave





## THE CHALLENGE: DELIVERING PERSONALIZATION AND PERFORMANCE AT SCALE

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As FanKave's business grew across its two flagship platforms, FanKave and FanVoice, the company faced increasing data complexity and performance demands.

Traditional relational databases couldn't meet the demand for:

- Real-time responsiveness required for live events with 40,000+ participants
- Flexible content modeling for multimedia, user-generated data, and gamified experiences
- Low-latency feedback loops essential for voice-driven, AI-analyzed interactions
- Scalable infrastructure to support high-volume, high-concurrency environments such as major sporting events and enterprise conferences
- The need to combine and analyze data from user actions, preferences, and spoken input

FanKave needed a modern database platform that could power real-time, highly personalized experiences and handle large volumes of unstructured data without compromising performance or reliability during massive traffic surges.



## THE SOLUTION: A UNIFIED, SCALABLE PLATFORM WITH COUCHBASE

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By adopting Couchbase, FanKave built a robust and scalable data backbone that supports both FanKave (for real-time fan and event engagement) and FanVoice (for AI-powered voice feedback).

### Real-Time Fan Experiences

FanKave uses Couchbase to store and update user profiles, preferences, and interactions in real time. During live events, Couchbase delivers near-instant responses for activities such as trivia, polls, and rewards, ensuring continuous engagement and seamless user experiences.

### Gamification at Scale

Couchbase enables FanKave to deliver fully gamified, data-driven experiences across events with tens of thousands of users. The platform handles everything from tracking individual trivia responses to updating live leaderboards and aggregating millions of interactions into real-time dashboards.



## Voice-First Feedback Powered by AI

FanVoice captures and processes audio feedback using AI to transcribe, analyze sentiment and intent, and store insights within Couchbase. Data managed in Couchbase Server feeds FanVoice's analytics and alerting systems, helping product, support, and customer support teams act on insights faster.

"Couchbase's flexible JSON schema lets us evolve fast. Every new use case, every new AI insight can be modeled and deployed without slowing development", explained FanKave CEO and Founder, Sasi Parthasarathy.

## Flexible, Distributed Architecture

Couchbase's JSON flexibility and distributed design allow FanKave to unify diverse datasets (social posts, event data, voice transcripts, and metadata) and adapt rapidly to new use cases. Couchbase's distributed architecture allows FanKave to scale horizontally during high-traffic events, ensuring consistent performance and reliability.



## THE RESULTS: REAL-TIME PERSONALIZATION AND AI FEEDBACK AT ENTERPRISE SCALE



- 40+ major events per year powered by Couchbase
- Tens of thousands of concurrent users supported without performance drops
- Instant personalization based on live interactions and gamified engagement
- Actionable, real-time feedback for event organizers and enterprise clients
- AI-driven qualitative insights improving customer understanding and experience, especially in industries like healthcare and technology
- Migration from relational database to Couchbase delivered lower latency, faster development cycles, and simplified infrastructure management

As FanKave continues to expand into new industries and deepen its AI capabilities, Couchbase remains the trusted backbone that enables speed, flexibility, and reliability across its platforms. "Couchbase is a fundamental pillar of everything we do. It's the engine behind both FanKave and FanVoice. It scales effortlessly, delivers instant gratification for tens of thousands of users, and supports our AI-driven journey," said Parthasarathy.

Modern customer experiences need a flexible database platform that can power applications spanning from cloud to edge and everything in between. Couchbase's mission is to simplify how developers and architects develop, deploy and run modern applications wherever they are. We have reimagined the database with our fast, flexible and affordable cloud database platform Capella, allowing organizations to quickly build applications that deliver premium experiences to their customers – all with best-in-class price performance. More than 30% of the Fortune 100 trust Couchbase to power their modern applications. For more information, [www.couchbase.com](http://www.couchbase.com) and follow us on X (formerly Twitter) @couchbase.

