Paf is an international gaming operator that distributes all profits to nonprofit causes on the Åland Islands in Finland. In 2015, the company generated over 110 million euros through 200 games including slots, casino games, poker, online betting, bingo and lotteries.

Business Challenges:
- Meet a new EU privacy act for regulatory requirements on online gaming
- Improve data governance and security to protect clients
- Increase compliance with Anti-Money Laundering (AML) regulations
- Improve customer conversion and decrease customer acquisition and retention costs

Data Challenges:
- Data complexity in combining structured data from data warehouses with semi-structured and unstructured data from customer interactions
- Data opacity created by supporting very large data sets from high-volume, low-value transactions
- Deciphering insights from an analytic "black hole" which had a very high cost to store and maintain

[We can] clearly see that Datameer opens up the possibility to build self service on big data.”

MARKO MANULA, PRODUCT OWNER, BI
The Datameer Solution

- **Strong, yet manageable governance** – Datameer provided Paf with robust governance and security capabilities to lock down the customer data, yet provide the right access to the key analysts.

- **Complete integration of data assets** – Paf can now integrate structured, semi-structured and unstructured data into a single repository to provide a 360-degree view into problems such as marketing campaign effectiveness.

- **Agile approach to analytics** – Paf can perform agile data discovery on large volumes of data with Datameer to answer key business questions faster and with deeper insight.

- **Self-service access to data** – Datameer gave the Paf analyst team immediate access to the data they needed to speed analytic cycles and create greater insight into problems.

- **Ability to identify complex patterns** – Datameer's advanced analytics enabled PAF analysts to dig deep into their data and identify hidden patterns for customer behavior, campaign activity and compliance.

Paf’s Big Data Results:

- **Regulatory compliance SLAs met** – Now Paf can meet data security and AML regulatory compliance laws, with faster reporting and lower costs.

- **Faster response times** – Paf can currently run analyses in minutes that formerly took multiple days by leveraging Datameer’s deep integration with Hadoop.

- **Deeper visibility into the data** – Paf analysts now dig deeper into and identify previously impossible solutions to problems due to the tremendous volume of data.

- **Ability to use large volumes of complex data** – Through Datameer’s data preparation capabilities, Paf teams easily work with complex semi-structured and unstructured data to solve new analytic problems.

- **Cost reduction and containment** – Through Paf’s deployment using Datameer and Hadoop, the company reduced their previously high cost of storing and managing data, and now re-use existing analyst skills to maintain staffing levels.