

Leading Retailer Drives Faster Business Initiatives Through BigData

About this Company

A leading retailer with hundreds of retail stores across the entire United States and a rapidly

growing e-commerce business was undergoing digital transformation to more effectively compete for new digital-age buyers. The retailer is using a joint Datameer/AWS solution for big data analytics in the cloud which offers agile data engineering, self-service preparation and the publishing of trusted analytics datasets. The solution enables up to 98% faster analytic cycles, an quarterly ROI of \$6 to \$7 million, the discovery of new insights and a more cost-effective analytic data architecture.

The Challenge

Facing a new stream of digital age buyers and new pureplay e-retail competition, this retailer needed to undergo digital transformation to grow their online business while maintaining balance and leadership with their brick-andmortar and call center operations. This presented key challenges including:

The Solution

The retailer deployed analytics in the cloud, creating a data-driven culture to deliver faster insights, enable broader access to data, and drive business innovation. The solution incor- porated Datameer X for data engineering and dataops, an S3 for data lake, Redshift, Tableau and Spark for analytics, and was able to:

- Faster time to insight to fuel data-driven business decisions.
- Delivering wider self-service access to trusted data assets.
- •Using cloud economics to reduce analytic infrastructure time & cost.
- Economically create and manage a high volume data lake in S3.
- Curate and distribute hundreds of trusted datasets in Datameer.
- Enable self-service analytics so analysts and data scientists can deliver faster insights.

The Benefits

ROI & FASTER TIME TO INSIGHT

Analytic cycle times were reduced 98% delivering an

ANALYST SELF SERVICE

Datameer's spreadsheet-style tools made it faster and easier LOWER COST CLOUD ARCHITECTURE

The cloud-based infrastructure was more costeffective via on-demand processing and spot-instances.

ROI of \$6 to \$7 million per quarter.

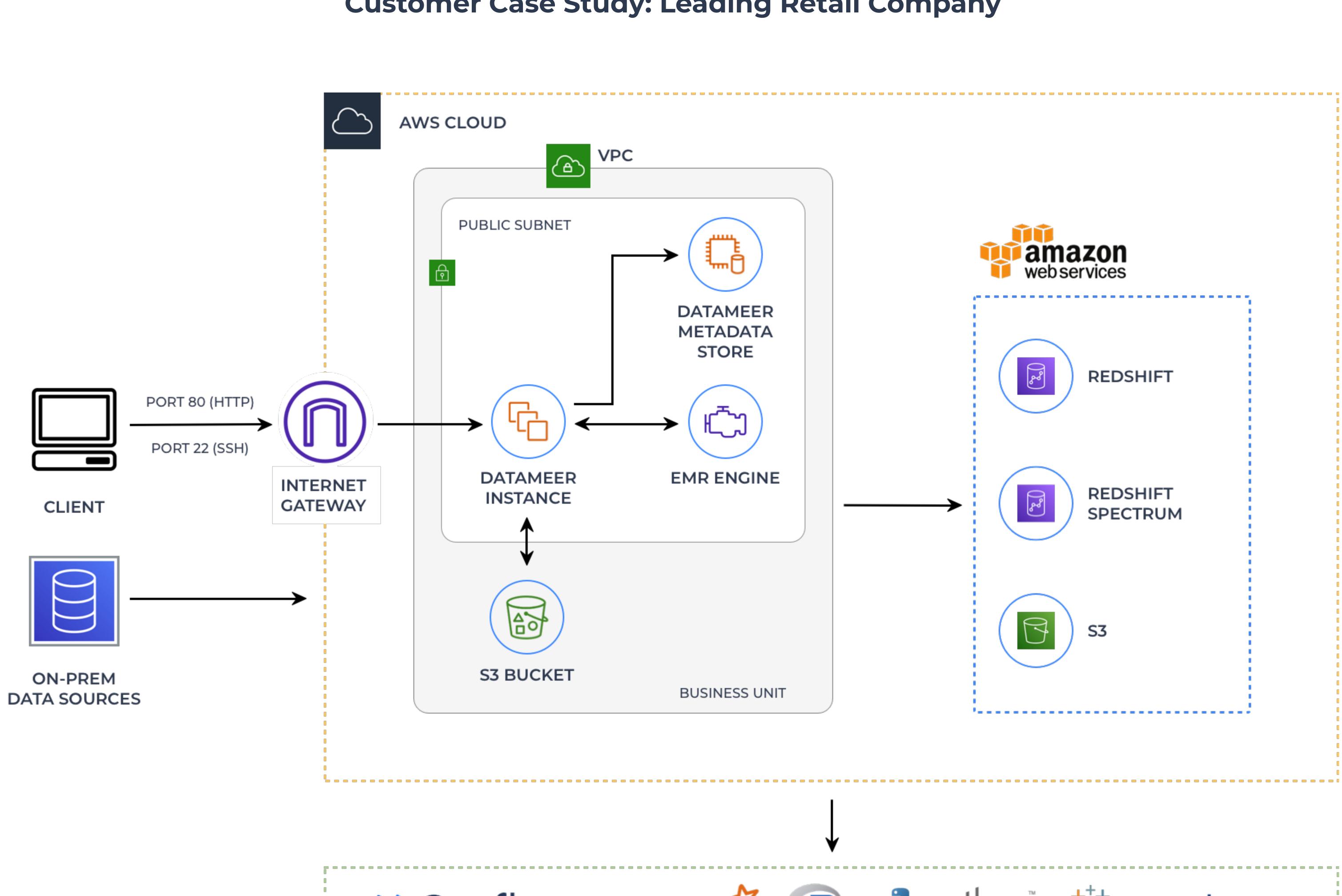
for analysts to prepare data on their own.

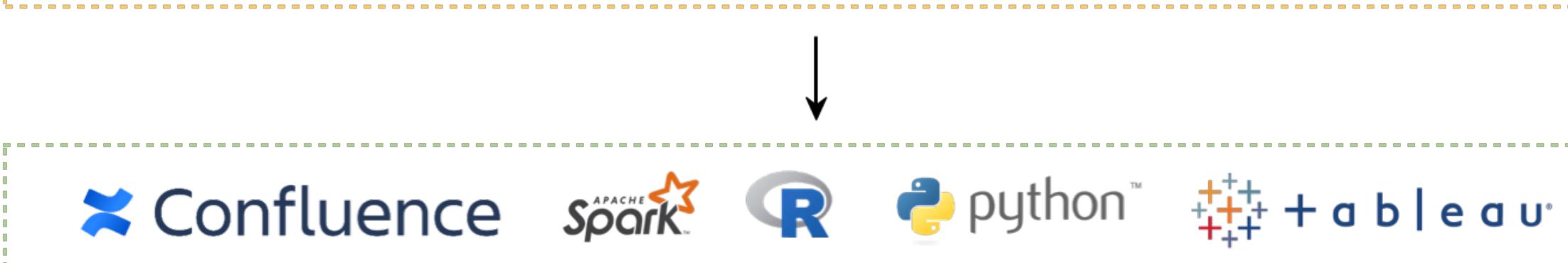
About Datameer and Datameer X

Datameer provides hybrid-cloud analytics data management products that help organizations have successful, lower risk cloud journeys. With Datameer, business teams will deliver more valuable and trusted analytics, while IT teams will maintain a highly secure and governed data environment with lower costs.

Datameer X is an enterprise-grade data preparation, data pipeline and dataops platform that helps organizations gain greater business value from their data lakes, reduce analytics cycles by up to 90% and lower their data engineering costs. Datameer is a trusted platform at leading enterprises globally, including Citibank, Royal Bank of Canada, British Telecom, Aetna, Optum, National Instruments, Vivint and more. To learn more about how Datameer in the Cloud can help your business, visit www.datameer.com







Customer Case Study: Leading Retail Company

