

# 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, a 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 pure-play e-retail competition, this retailer needed to undergo digital transformation to grow their online business while maintaining balance and leadership with their brick-and-mortar and call center operations. This presented key challenges including:

- 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.

## 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 incorporated Datameer X for data engineering and dataops, an S3 for data lake, Redshift, Tableau and Spark for analytics, and was able to:

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

### ANALYST SELF SERVICE

Datameer's spreadsheet-style tools made it faster and easier for analysts to prepare data on their own.

### LOWER COST CLOUD ARCHITECTURE

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

## 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](http://www.datameer.com)

### Customer Case Study: Leading Retail Company

