dataphilic.io

CASE STUDY:

# BIG DATA? NO PROBLEM.

Dataphilic helped a successful SaaS company securely migrate its big data to the Cloud and vastly improve its customer analytics.

## CHALLENGE:

A global banking analytics provider with more than 1,000 employees had their big-data analytics applications on premises. This company needed to support small, medium and large banks with varying degrees of SLAs and storage requirements for analytics consumption and computation. The company needed to migrate the Hadoop and Spark clusters onto the Cloud.

## SOLUTIONS:

Dataphilic.io engineered and executed a large-scale migration project from client's data center to Amazon Web Services, leveraging the Cloud for cost reduction and elasticity. This involved separating storage (Hadoop) from compute (Spark) clusters which resulted in both agility and improved cost models for the client.

## BENEFITS:

The cloud model helped the client to
(a) determine fixed cost on storage clusters and variable cost on compute clusters,
(b) articulate competitive pricing models
(c) create value in platforms and services
(d) offer real-time predictive analytics for delivering improved customer experience, marketing effectiveness, etc.

## CLOUD TRANSFORMATION:

The banking analytics company needed to migrate its Hadoop platform from its data center to the Cloud—and it needed to add predictive capabilities. The company chose AWS as its platform and Dataphilic as its solution provider to build, operate and manage the project.

Dataphilic migrated the on-premise data cluster to AWS to provide greater infrastructure agility, flexibility and global availability for the company's big-data analytics platform. AWS provides more reliability and failover, as well as elasticity and flexibility for significant annual savings.

## ACCELERATED ANALYTICS:

Dataphilic integrated Spark into the Hadoop cluster to perform advanced analytics on their banking customers' deposits, loans, maturity, yield—providing a 360 degree view of customers. Spark provides tools for accelerated queries, machine learning, graph processing engines, and streaming analytics engines to the cluster. Spark also provides results quickly, allowing the company to reach more precise and accurate answers.

Dataphilic finished the migration in under three weeks, taking the company from pilot to production in just 18 days. Previously, the company had been unable to execute high-performance analytics, which meant it was at risk of falling behind the competition. Today, the company helps banks conduct real-time predictive analytics for profit analysis reporting, Moving to the Cloud also improved customer service and marketing programs, enhanced its online user experience, and more.

## CLOUD SOLUTION RESULTS:

With Dataphilic's help, the company is running smoothly and efficiently with a cost-effective modern, cloud-based BI and analytics infrastructure, having eliminated a costly enterprise infrastructure. Predictive analytics use cases are running smoothly for line of business leaders. With the move to AWS, the company can scale as needed and enjoy the savings, flexibility, and elasticity that come with the Cloud. The company's agile, scalable and accelerated predictive analytics platform now provides it with precise answers quickly, gaining a competitive advantage from its big data.