



Customer Analytics on Cisco UCS with Platfora

Powerful Big Data Discovery Dramatically Accelerates Customer Insights

The digital transformation has revolutionized the customer purchasing journey. In the past, customers had only a small number of possible purchasing options. Today, however, customers are vastly more empowered and connected and have access to information anywhere and anytime about where to buy, where to access research that will influence their decisions about what to buy, how much to pay, etc.

The increasing complexity of the purchasing journey has created significant uncertainty for marketers and product developers about how to invest in the marketing mix to acquire new customers, retain existing ones, and optimize the customer experience. The digital transformation has also fueled the creation of disruptive competitors who are savvy about how to use big data to their advantage—and who often outpace their more traditional competitors to gain market share.

To compete effectively, you need a 360-degree view of your customers: understanding where they have been on their purchasing journey, where they are today, and predicting where they might go tomorrow. But customers interact across a number of channels over time, and no single channel has a complete view. To build a 360-degree view, most companies work with siloed marketing data from sources such as advertising, email, mobile devices, customer relationship management (CRM) applications, website metrics, transactional data, and social media. This data originates from a wide range of disparate tools that run on different systems. Without an integrated view of all data sources and types, you can't get a complete view of the full customer experience. Many businesses have tried traditional data warehouse and business intelligence solutions to solve this problem, but these solutions have limitations:

Highlights

- Obtain a 360-degree view of the customer journey by connecting and creating relationships within massive quantities of current, historical, multistructured, and cross-channel data that is easily stored and retrieved in a single Hadoop repository.
- Dramatically accelerate time to insight through self-service capabilities that allow business analysts to conduct the end-to-end, iterative customer analytics workflow needed to detect previously unseen patterns in just minutes or hours, instead of days or weeks.
- Join new data sources instantly, process petabytes of data in memory, and use sophisticated visualization capabilities to discover insights to improve customer acquisition and retention and optimize the customer experience.
- Provide an enterprise-scale foundation for a full range of customer analytics use cases with the massive scalability, industry-leading performance, and low total cost of ownership (TCO) of the Cisco Unified Computing System™ (Cisco UCS®).

- **Data is summarized.** Data warehouse and business intelligence solutions were not designed to support the massive volumes of data now generated through sources like web logs and social media channels. Instead, they provide insights based on only a subset of the data, with the result that you lose access to the granularity that might give you important insight into potential customer segments, trends, and sequences of behaviors that could help you better predict which actions trigger the next ones.
- **Historical data is purged.** Therefore, you lose access to data that could hold insights into purchasing behaviors over time.

- **Not all data types are supported.** These traditional solutions don't support all the types of multistructured data your omnichannel data sources produce.
- **The solutions aren't flexible.** Data warehouse and business intelligence solutions require you to specifically define the data sources, the data processing, and the way that queries will be conducted before the solution is developed. After deployment, these solutions are very difficult, time consuming, and expensive to change. The addition of a single new data source can require months, and these solutions do not support the capability to ask iterative questions.
- **Processing is slow.** Analyzing large data sets can take days or weeks.
- **Total cost of ownership (TCO) is high.** These systems are not designed to scale cost effectively to support growing amounts of data and increasing numbers of simultaneous users.

Dramatically Accelerate Big Data Discovery of Customer Insights

Customer Analytics on Cisco UCS with Platfora provides your business analysts with the power to dramatically accelerate discovery of customer insights. The solution allows them to complete comprehensive, iterative analysis in minutes or hours instead of the weeks or months required previously.

The combination of Cisco UCS and Platfora provides you with:

- An agile customer analytics platform that delivers a 360-degree view of the customer journey: The combined Cisco and Platfora solution connects and creates relationships based on all sources of your massive quantities of current, historical, multistructured, and cross-channel data, with the data easily and cost-effectively stored and retrieved through a single Hadoop repository.
- The capability to conduct the entire, interactive customer analytics workflow quickly: Platfora's intuitive discovery workflow helps analysts derive deeper insights through vastly expanded data access, so you can understand your customers better than you ever have before. Platfora's powerful big data discovery capabilities let analysts ask iterative questions that require:
 - Processing of petabytes of data in Hadoop and terabytes of data in memory
 - The flexibility to join new data sources at the "speed of thought"
 - Sophisticated visualization capabilities that deliver insights to improve customer acquisition and retention while optimizing the customer experience

Analytics software can perform only as quickly as the infrastructure on which it runs. Cisco UCS is a powerful and efficient foundation



that provides you with an optimized and efficient customer analytics environment that supports a broad range of use cases and large numbers of simultaneous users.

- Industry-leading scalability is essential to keep pace with the large volumes of current and historical customer data required to deliver a 360-degree view of a customer. The Cisco UCS portfolio can scale to more than 6000 servers, so you can be confident that your technology infrastructure can support the massive quantities of data required for effective customer analytics today and tomorrow.
- You'll require consistently outstanding performance to support large quantities of complex searches and growing numbers of use cases. Cisco UCS delivers industry-leading performance that has been proven in more than 100 world-record benchmarks, including the TPCx-HS benchmark for big data performance. Platfora customers have experienced Cisco UCS' capability to reliably deliver outstanding performance for environments with large numbers of analysts simultaneously investigating petabytes of customer data resident in Hadoop.
- The innovative design of Cisco UCS helps you maintain a low TCO, reducing the number of cables and switches by 77 percent, power and cooling costs by 54 percent, and management costs by 61 percent compared with traditional servers.

Discover Customer Insights from Petabytes of Data in Minutes or Hours (Not Days or Weeks)

Get the power to deliver better customer insights faster. Customer Analytics on Cisco UCS with Platfora can help you accelerate discovery of potentially crucial customer insights in just minutes or hours. To help you simplify deployment and reduce risk, Cisco and Platfora have developed a [reference architecture](#) that specifies the optimal configuration of Platfora on Cisco UCS servers. Platfora also has a 2- to 4-week structured pilot process that includes a trial with your own live data—providing insights into patterns that you can act on immediately.

For More Information

To learn more about the value of Cisco UCS for your big data and analytics deployments, visit www.cisco.com/go/bigdata.

To learn more about Platfora, visit <https://marketplace.cisco.com/catalog/products/6363>.