Case Study: Datorama

Introduction

This case study of Datorama is based on a February 2016 survey of Vertica customers by TechValidate, a 3rd-party research service.

> "We use Vertica for our Marketing analytic platform."
>
> "Yes, we would recommend Vertica in reason of being fast, reliable, and cost effective."
>
> "With Vertica, we were able to reduce time of creating Dashboard with data to our clients."

Challenges

- Is using Vertica for the following:
    - Behavior analytics
    - Customer analytics
- Replaced the following vendors with Vertica:
    - Hadoop
    - Amazon Redshift
    - MongoDB

Use Case

- Currently manages 21 – 40 TB of data with Vertica.
- Uses the following Business Intelligence (BI), Visualization and/or ETL tool in their environment with Vertica:
    - BI: Tableau
- Uses the following Advanced Analytic and/or Replication tool in their environment with Vertica:
    - Custom build

Results

- The following are the most valuable Vertica capabilities:
    - Simultaneous loading and querying
    - Concurrency for hundreds or thousands of users
    - Superior compression
- Reduced TCO by 26-50% with Vertica.
- Improved query performance by 101 – 500% with Vertica.

Company Profile

Company:
Datorama

Company Size:
Medium Enterprise

Industry:
Computer Software

About Vertica

With the Vertica Analytics platform, Micro Focus innovates in software, services, and big data infrastructure to make data tangible for businesses, right now.

Learn More:

 Vertica

Source: Eldad Stainbook, IT Director, Datorama