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.”

“We 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

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Research by TechValidate