

Case Study: Game Show Network

Challenges

- Addressed the following pain points with the Vertica Analytics Platform:
 - Slow or incomplete queries
 - The inability to analyze large volumes of data
 - Summarized or aggregated data, losing detail and insights
 - Existing data warehouse/data management infrastructure that could not handle Big Data

Use Case

- Is implementing the following applications with Vertica:
 - Promotional testing
 - Fraud monitoring/prevention
 - Financial tracking
 - Behavior analytics
 - Clickstream analyses
 - Customer analytics
 - Loyalty analysis
 - Predictive analytics
 - Campaign management
 - Machine/sensor data analysis
- Currently managing 10 – 20 TB of data with Vertica software.
- Uses the following Business Intelligence (BI), visualization, and ETL tools in their environment:
 - Business Objects Crystal Reports
 - Microsoft Integrated Services
 - Microsoft SQL Server Reporting Services
 - Tableau
 - Homegrown
 - Web-based using javascript html5

Results

- Values the following features in Vertica software the most:
 - Extreme speed and performance
 - Simplicity
 - Standard SQL interface
 - Simultaneous loading and querying
 - Aggressive compression
 - Ease of interaction with existing BI tools through connectors and ODBC/JDBC
 - Optimizer and execution engine
- Achieved the following with Vertica software:
 - Faster analysis and reporting

- The ability to load and analyze data concurrently
- Greater business insight
- Greater financial insight
- Improved insight into customer behaviors
- Increased amount and complexity of data analyzed
- High availability for analytics systems
- Is able to analyze 100 – 500% more data at one time with Vertica.

Testimonials

“Vertica has enabled us to run an unorthodox ETL strategy based on generic columns which allow our engineers to quickly identify important data points and add that data to the data warehouse without support from the BI team. It has also enabled us to run complex reports and load data much faster (orders of magnitude) than our legacy databases.”

Source: [TechValidate](#)