

CLIENT

A web application provider, serving millions of global customers

INDUSTRY

Technology

TECHNOLOGIES

Apache™ Hadoop®, Oracle®, MySQL

BUSINESS NEED

The client needed to better track user metrics using their Hadoop system, but lacked in-house Hadoop expertise.

SOLUTION

Pythian optimized, upgraded, and maintained the Hadoop clusters that housed the company's mission-critical user data and also reduced the number of Hadoop nodes from 30 to 20.

RESULTS

Vital user data is secure and optimized, and hardware costs have been reduced by one-third, resulting in savings of \$100,000.

PYTHIAN HADOOP SERVICES OPTIMIZE MISSION-CRITICAL USER DATA FOR A GLOBAL WEB APPLICATION PROVIDER

This web application provider relies on critical user data to continually improve the experience for their millions of global users. So they turned to Pythian to help them make use of their Hadoop environment to effectively track user metrics on their central product that has millions of users worldwide.

BUSINESS NEED

Tracking user metrics is paramount for this company so they can better understand the uptake, prioritize fixes and new features of their main application—and ultimately improve the customer experience. However, their system for processing mission-critical user data and their key application web logs suffered from slow batch processing, so it took too long to see aggregated results. There was also no backup process, which meant a very real danger of losing vital user data.

The answer was to move the process for tracking metrics and storing data in their Hadoop system—but the client lacked Hadoop expertise in house.

SOLUTION

The client engaged Pythian for its unparalleled expertise in providing services to support Hadoop environments. Pythian experts optimized, upgraded and maintained the Hadoop clusters that housed the company's mission-critical user data. Improvements included enabling fast data recovery and right-sizing the clusters by reducing the number of Hadoop nodes from 30 to 20. These improvements to their Hadoop environment helped them speed up the web log processing of user data in the the application's health report, enabling them to easily access critical customer usage information, including crash reports and user locations. Pythian developers also anonymized the personally

identifiable information (PII) that's used to inform decisions in marketing, at the C level, by R&D and the support desk. In the end, Pythian enabled the client's internal team to continue managing the new environment through an extensive knowledge transfer.

RESULT

The company CxOs, marketing, R&D and the support desk can now have confidence in the data they're using to determine user trends and market share, prioritize features and fixes, and analyze campaign results using forensic metrics. Aggregated results are available much sooner than in the past, and a reliable backup process ensures that vital user data is secure. Reducing Hadoop nodes from 30 to 20 decreased hardware costs by one-third, providing savings of \$100,000. And Pythian's flexible service delivery model enabled the company to swap unused Hadoop hours for MySQL services, which freed up the company's IT staff personnel for other tasks.

ABOUT PYTHIAN

Pythian is a global leader in data consulting and managed services. Since 1997, we have specialized in planning, deploying, and managing business-critical data systems for large and mid-market enterprises. Learn more about Pythian and its elite teams of data experts at www.pythian.com.

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