



Solution Brief



cloudera



Dell Big Data Marketing Churn Analytics Solution with Cloudera

Gain a 360-degree view of your customers



The challenge: leverage big data to retain customers

In today's competitive environment, enterprises not only need to work harder, but also to work smarter, in order to retain their existing customers. This reality of the modern business world recognizes that, across a wide range of industries, it costs far more to acquire a new customer than to retain an existing customer.

Increasingly, the path to customer retention runs through mountains of big data. The key is to use big data analytics to gain a 360-degree view of each customer, identify customers who are most likely to defect to a competitor, and then work proactively to retain those customers.

This, of course, is easier said than done. To gain a 360-degree view of the customer, you now need to sift through and analyze mountains of structured, unstructured, and semi-structured data from on- and off-premises sources to understand customer behavior and patterns.

So how do you get there? Look to the Dell Big Data Marketing Churn Analytics Solution, which incorporates a rich mix of leading-edge Dell technologies along with the Cloudera Enterprise.

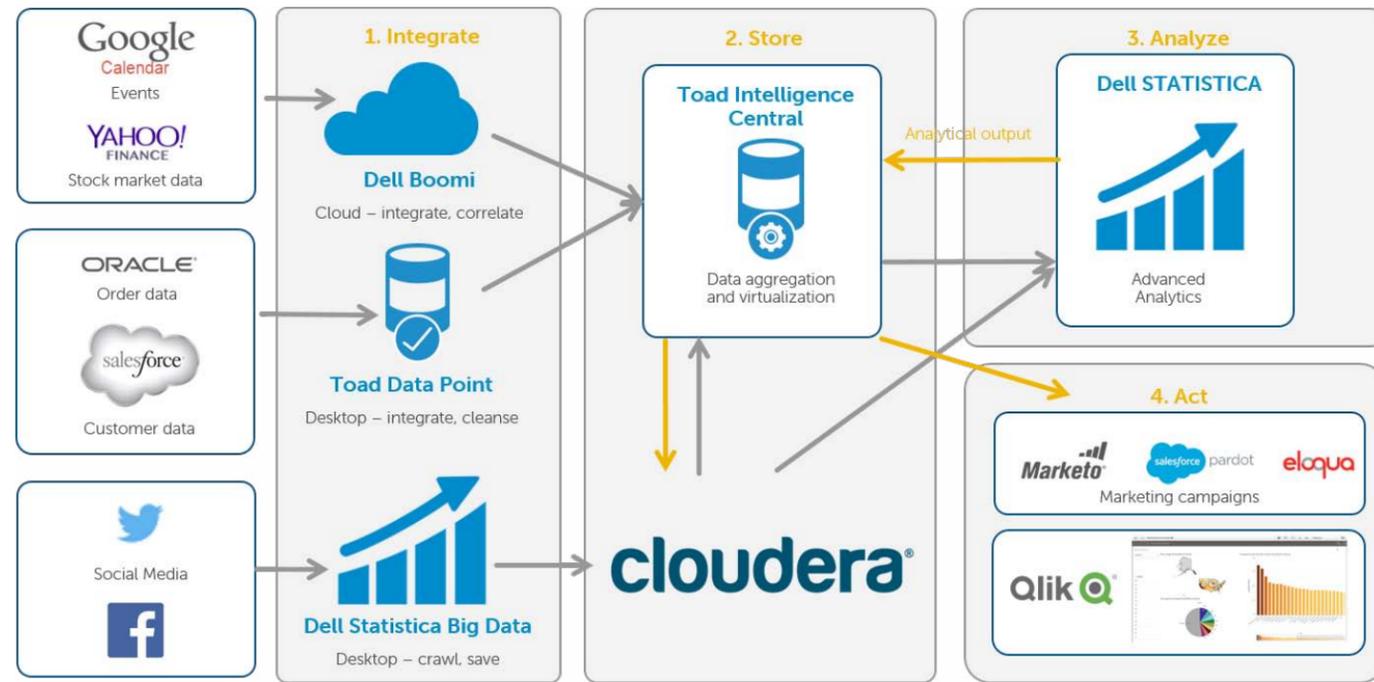
Get there today with an end-to-end solution

The Dell Big Data Marketing Churn Analytics Solution brings together all the technology components your organization needs to gain a 360-degree view of your customers. This end-to-end solution allows you to manage, capture, integrate, and analyze massive amounts of structured, unstructured, and semi-structured data.

Integration of off-premises and on-premises data enables the synchronization of information across various data stores, so it's ready for analysis. You can then leverage smart algorithms to derive actionable information from masses of data from disparate systems and sources.

Better still, this isn't a monolithic solution that forces you to replace your existing marketing analytics tools, and this isn't a propriety solution that locks you into a particular platform. In fact, you can deploy the modular components individually to meet targeted needs, or you can work with Dell to roll out an end-to-end solution tailored to your unique requirements.

Solution Architecture



Solution components

Here is a summary of the roles played by the key components of the Dell Big Data Marketing Churn Analytics Solution.

Integrate	
Dell Boomi AtomSphere for real-time data integration	<ul style="list-style-type: none"> Integrate and sync data from diverse applications and data stores, including off- and on-premises sources. Feed data into Toad Intelligence Central. Automate generation of marketing campaigns based on predictive result sets from Toad Intelligence Central.
Toad Data Point for data access, integration, and profiling	<ul style="list-style-type: none"> Simplify complex query development, data integration, and data profiling. Connect to and integrate all your relational and non-relational data sources. Publish data directly to Toad Intelligence Central.
Store	
Toad™ Intelligence Central for data aggregation and virtualization	<ul style="list-style-type: none"> Leverage a centralized repository for up-to-date information. Provide access to controlled data for third-party visualization tools. Feed data into Dell Statistica and marketing campaign tools.
Cloudera Enterprise for scalable data storage, including full cluster management	<ul style="list-style-type: none"> Store any kind of data in its native format—structured, unstructured, or semi-structured—in a Hadoop environment with linear scale-out capability with industry-standard servers Enterprise-ready Hadoop management, including cluster deployment, monitoring, and configuration management Provide analytic-ready data for Dell Statistica.
Analyze	
Dell Statistica Big Data Analytics for Hadoop for content mining and analytics	<ul style="list-style-type: none"> Harvest sentiments from Twitter feeds, blogs, news reports, CRM systems, and other sources, and combine them with demographic and regional data to better understand market traction and opportunities. Combine search and analytics in a single unified Hadoop environment to process all data more efficiently and effectively. Feed data into Cloudera Enterprise.
Dell Statistica for predictive analytics	<ul style="list-style-type: none"> Combine natural language processing, machine learning and sentiment analysis technologies with easy-to-use search and visualization capabilities to mine content and discover relationships. Simplify data mining, predictive analytics, machine learning, and analysis of structured and unstructured data. Feed analytic output into Toad Intelligence Central.

QuickStart solution components

Hardware

- Two Intel-based Dell™ PowerEdge™ R730s servers
- Three Intel-based Dell™ PowerEdge™ R730xd servers

Software

- Cloudera Enterprise, Basic Edition
- Red Hat operating system

Analytics

- Statistica for Big Data Analytics

Services

- Dell installation services

Get off to a quick start

To help you get started with a Hadoop-based big data solution with built-in analytics tools, Dell offers a complete start-up bundle, including hardware, software and services.

The bundle—Dell QuickStart for Cloudera Hadoop with Statistica Big Data Analytics—provides a full Hadoop cluster that is enriched with tools for advanced analytics on big data. The solution, accelerated by Intel technologies, includes two infrastructure server nodes and three data nodes, all based on Dell™ PowerEdge™ servers.

With the QuickStart bundle, you have an easy entry point for your organization to begin managing and analyzing data. The bundle provides the key technologies you need to quickly engage in Hadoop testing, development and proof of concept work. It's an all-in-one system designed to reduce the complexity of deploying, configuring and managing Hadoop systems and complementary analytics tools.

Key takeaways

In an age of intense competition for customers, you can't afford to simply trust your instincts when it comes to efforts to retain your existing customer base. You need to enrich your natural understanding of customer retention with insights from big data.

The Dell Marketing Churn Analytics Solution helps you get there today. It brings together a unique mix of technology components to help your marketing team gain a 360-degree view of your customers and work proactively to maintain their loyalty.



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