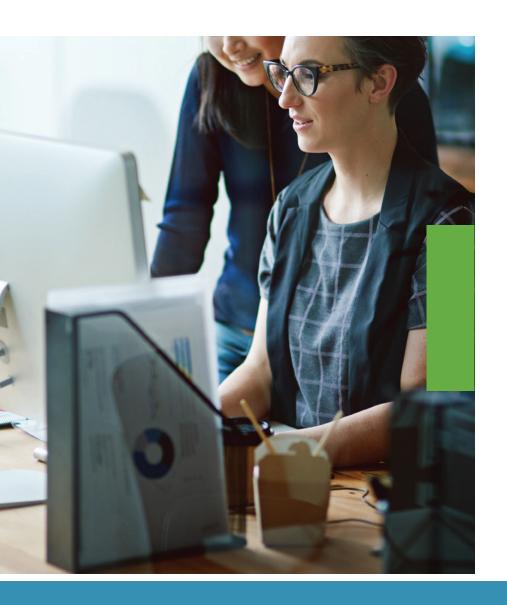# ZOOMDATA® | cloudera

The Customer Insights Solution from Zoomdata and Cloudera

Introduction

In most organizations, information from customer touchpoints is scattered and isolated across multiple systems. It's often stale and unactionable.

Without a unified view of fresh and accurate customer data, marketing efforts are hit or miss. The customer experience suffers. And market share erodes.

The Customer Insights Solution combines Zoomdata's visual analytics platform for big data with the power of the Cloudera Enterprise Data Hub (EDH), the fastest, easiest, and most secure data management and analytics database. Together, they provide an optimally configured solution for businesses to identify and act on the most predictive customer metrics by analyzing 100-percent of available data.

Faster Insights. Informed Action.

Imagine a 360-degree view of data from every customer touchpoint — transactional, survey, call center, web, and social media. That's the Customer Insights Solution.

The Zoomdata and Cloudera Customer Insights Solution delivers an intuitive method to tap into data of any type and size and make real-time decisions on critical issues such as:

Finding key customer segments, including most and least profitable

Uncovering new product and service opportunities

Measuring customer acquisition rates

Refining targeted marketing programs for greater ROI

Preventing churn by identifying most likely candidates

Zoomdata – A New Standard for Big Data

The Fastest Visual Analytics for Big and Fast Data

Zoomdata provides a fast and intuitive way to visualize customer metrics and transform them into actionable insights.

- Decrease margin of error and increase accuracy of intermediate results with a high-definition data sharpening algorithm for large, long-running queries

- Intelligently stream result sets in and out of memory

- Interactively query and drill to detail at scale — hundreds of billions of rows

- Delegate access to data secured at the source — no need to implement access security within Zoomdata

Cloud-Native Application Architecture

Zoomdata is the only visual analytics platform that natively connects to Cloudera data sources and takes advantage of the unique capabilities of Impala, Kudu, and Search.

- Connect to all data sources with optimized Smart Connectors

- Analyze and visualize historical and real-time data using Zoomdata Data DVR

- Empower all users with an easy and initiative UI that supports visual data exploration

- Take advantage of push-based updates of real-time information

Cloudera Enterprise Data Hub – The Platform of Choice for Modern Data Management

Cloudera EDH unleashes the full power of data to increase business visibility and reduce costs.

An Enterprise Approach to Data Management

Cloudera EDH brings diverse users and application workloads to a single, unified pool of data on common infrastructure — no data movement required.

- Experience compliance-ready perimeter security, authentication, granular authorization, and data protection through encryption and key management

- Rely on enterprise-grade data auditing, data lineage, and data discovery

Industry Leading Management and Support

Cloudera EDH provides end-to-end system management and zero downtime with rolling upgrades.

- Ensure easy system integration through an open platform

- Exploit open source to achieve stability, continuous innovation, and portability

cloudera SEARCH   cloudera IMPALA   KUDU

Markerstudy Saves $7.5M with the Customer Insights Solution

For UK-based insurance company Markerstudy, the capacity, storage, and traffic restrictions of its RDBMS architecture meant it could only sample three-percent of customer quote data. With the Customer Insights Solution, Markerstudy could sample 100-percent of its data and use Zoomdata to visualize, filter, and drill down into data to identify patterns and trends at the speed of thought. **Within a year of deploying the Customer Insights Solution, MarkerStudy reduced cancellation rates by 50 percent, while saving more than $7.5M on fraud reduction in the first year**.

> *We now analyze billions of quote transactions in seconds — instead of processing only a small subset over a seven-hour period. The time savings let us respond almost instantly to quote requests, resulting in greater sales and enhanced service to customers and agents.*

— Nick Turner, formerly of Markerstudy

ClickFox Chooses Zoomdata for Big Data Visualization

Customer journey analysis has proven to be 30-percent more predictive than individual events for business drivers such as customer satisfaction and churn. As ClickFox transitioned from relational databases to a Hadoop-based data stack for its customer journey analytics solution, it needed visual analytics optimized for big data. It embedded Zoomdata to reveal new business opportunities from customer experience metrics via convenient, interactive dashboards. With Zoomdata, ClickFox customers gain insight faster and more intuitively — **accelerating ROI and reducing time-to-value from journey analysis**.

> *As we've refreshed our technology stack to keep up with big data demands, it didn't make sense to build our own dashboarding solution from scratch. Zoomdata gave us an option to easily integrate an enterprise-scale solution that uses best-in-class technology to present visualizations and calculations in seconds on an absurd amount of customer journey data.*

— Al Mays, Chief Product Officer at ClickFox

The Customer Insights Solution Spans Multiple Use Cases

ACQUIRE AND RETAIN
Use big data to analyze:

- Churn
- Customer lifetime value
- Marketing spend
- Pre- and post-sale sentiment

CROSS-SELL AND UPSELL
Identify the best strategies for:

- Next best offer
- Smart promotion
- Basket analysis
- Channel optimization
- Customer care

Get Started with a Customer Insights Solution

You can sign up today for a solution demo at www.zoomdata.com/solution/customer-insights, which showcases a U.S. telco using real-time analytics to prevent customer churn.

Contact us through Live Chat any time for further discussion at www.zoomdata.com.