



## Allant Group Speeds Big Data Analytics by 16x

### Challenge

The Allant Group provides customers data warehousing and big data business intelligence analytics to better understand the results of their marketing and advertising campaigns by collecting audience interaction data from a variety of channels, such as television, direct mail, email, and digital channels.

A big part of maintaining Allant's large data marts is extract, transform and load (ETL) processes and data scrubbing, which is very time-consuming. Reducing the amount of time it takes to load and update data and improve the response time for queries is critical for Allant's John Feldkamp, SVP IT Services.

"The time it takes to perform large ETL processes can take up to 30 hours. When possible, we typically plan to run these processes over a weekend, but if there are problems, our window for correction has become limited. With growing record volumes, it has become increasingly challenging to have the data ready for our clients by the next business day. We also wanted a system that could help us perform daily updates while the system is online in real-time. Situations like this where we can reduce the data update time are good for us and our clients."

### Solution

Allant has been looking at a number of vendors to add to and improve upon their current 3PAR storage system before bringing in Kaminario's K2 all-flash storage. They loaded the data for the Oracle database and custom applications onto K2 and saw amazing results. By running online index-based updates process on K2, Feldkamp saw a 16-times improvement in transaction elapsed time compared with running the same process on the 3PAR system. K2 enabled Allant to run singled-threaded processes without the need to change the code to improve performance. Feldkamp also ran a comparison of batch processes that inserted millions of rows of data (Reads/Writes workload) to the database and saved more than 3.5 hours of batch processing time. K2 In addition, database maintenance jobs completed on K2 three times faster.

In addition to delivering consistent performance "as promised," Feldkamp was excited by K2's non-disruptive code upgrades, which allow updating K2 firmware while it is still running. They were also pleased that K2 was very easy to manage.

Feldkamp also noted that as they update their infrastructure, they can grow with K2. K2 has a linear scale-out architecture that allows clients to grow incrementally without increasing latency. "The more efficient, lower-cost footprint is very beneficial. It is much less power-hungry and enables us to save on electricity. We can pack a lot into a single K2."

*"With Kaminario, developers and customers can now spend less time working around slower disk and latency concerns. This gives us more options when it comes to scheduling work and end user activity."*

— John Feldkamp,  
SVP IT Services,  
Allant Group

### Customer Case Study



### SPOTLIGHT

**Use Case:**  
Big Data Analytics

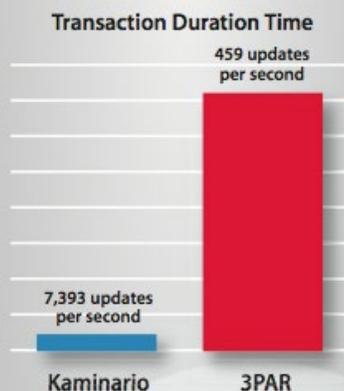
**Applications:**  
Oracle, Business Objects, SAP

**Goals:**

- Improve ETL response time, maintain lower latency
- Scale-up capacity without adversely affecting latency

**Results:**

- 16x I/O performance improvement
- Database maintenance performed 300% faster
- Nondisruptive upgrades



The same workload which took 11 hours on 3PAR completed in less than an hour on K2.



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