



Major international telco chooses red sqirl

Introduction

One of the first commercial users of the Red Sqirl analytics platform for Big Data is a multinational telco, which has deployed Red Sqirl in two countries and is using it to deliver analytics on its Hadoop platform. This customer has asked to remain anonymous. Red Sqirl is a flexible drag-and-drop Big Data analytics platform with a unique open architecture. Red Sqirl makes it easy for analysts and data scientists to analyse the data on your Hadoop platform.

The problem

This multinational telco operates on four continents worldwide. Unfortunately, for historical reasons these operating companies use a wide variety of different database systems and analytical platforms.

As data becomes an increasingly important asset for organisations, many companies are taking steps to maximise the value of their data. In addition,

most large companies now have access to many new types of data - for example, social media posts. To exploit synergies across the worldwide organisation, this multinational telco decided to standardise database platforms across the group. In order to best meet the challenges of storing and using 'big data', the company chose Hadoop as its standard database platform. Hadoop is currently being rolled out across the company's operations.

The company now faces the challenge of migrating existing code onto Hadoop, and allowing asset re-use and swapping across business units who have multiple historic platforms and assets. Moreover, the Hadoop ecosystem does not contain a ready-made data analytics module.

The market leading traditional data analytics software platforms are not designed for the Hadoop ecosystem and tend to be inefficient when analysing Hadoop data. The telco searched for a native Hadoop analytics platform with an easy-to-use graphical interface. In addition, because of the wide variety of requirements, the platform had to be highly flexible and cost-effective for a worldwide rollout.

SOLUTION CHOSEN: RED SQIRL

Following a thorough technical / usability evaluation of a number of analytics platforms, the company agreed on a contract to trial Red Squirrel - initially in the company's head office and in one operating company.

Red Squirrel exceeds the telco's requirements as set out above. Of particular interest to this company is Red Squirrel's unique capability for sharing, via the Red Squirrel Analytics Store.

Moreover, the Red Squirrel development has deep experience of telco analytics.

Red Squirrel is already proven in predicting telco churn, as shown in the workflow below.

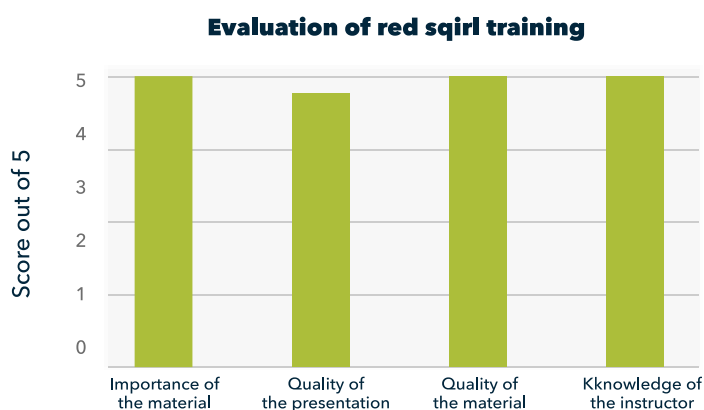
This telecoms operator now has the confidence that their analytics solutions are scalable, deployable and easy to use.



IMPLEMENTATION

Red Squirrel was installed in both the head office and the country telco, which took a matter of minutes in each case. Training workshops were held in both locations, to ensure that analysts could get the most out of the Red Squirrel platform. Red Squirrel's drag-and-drop interface is similar to that of most GUI analytical tools, so the training was quickly completed. Feedback from

students was very positive - as the graph below shows, students scored the training very highly.



The company then needed to migrate analytical assets from legacy infrastructure to Red Sqirl.

The Red Sqirl development team showed the way by taking a particular analytical model that had been developed in another language and quickly porting it onto Red Sqirl.

The company is now using Red Sqirl as its primary analytics platform in the country in question - and early results are promising.

Further information

Many more of our case studies cannot be published due to confidentiality.

For more information about these, or about how Idiro can help your business, contact us at **info@idiro.com**

