Large Online Travel Company Saved $6 million Using Attunity Visibility

Rebalancing and Optimizing their Data Warehouse with Hortonworks

Business Challenges

In little more than a decade, the worldwide online travel marketplace has grown substantially, and now represents a significant percentage of all travel sales. Being the industry leader, this travel company had also seen exponential growth and was experiencing an explosion in the volume of data that needed to be managed and analyzed by their data platforms.

To better manage their valuable data assets, our customer was looking to scale and optimize their existing analytic data system with Hadoop. They were unable to measure the different data usage patterns within their multi-platform shared services environment in order to rebalance the infrequently used data and workloads to Hortonworks HDP.

They came to Attunity for assistance with these business challenges:

- Rapidly growing data volumes were exceeding the data warehouse capacity
- Loading of unnecessary data was consuming valuable processing capacity and driving up costs for their 300TB DB2 data warehouse
- No insight into appropriate data and workloads for offloading or which business units were using the data warehouse
- No insight into how specific business units & departments were using their current BI and Data Warehouse investments

The Solution

The online travel company selected Attunity Visibility to rebalance and modernize its data warehouse with Hadoop. Attunity Visibility provided detailed insight into data usage and which departments were accessing it.

Attunity Visibility helped in identifying the most demanding processing, transformation and unused data all of which were ideal candidates for offload to Hadoop. At present, this customer has about twenty different internal business groups, with about 75 users that access the reports and analytics generated by Visibility.

The Results

Using Attunity Visibility, they could now:

- Discover data to offload. They identified the most CPU-intensive processing, transformations, infrequently used and unused data that can be moved to Hadoop
- Identify workloads to rebalance. They scaled out Hadoop intelligently putting the right workload in the right system to improve system performance efficiently
- Cross-platform EDW analysis. They were able to get insight using a single console across their multiple EDW platforms to unify analytics
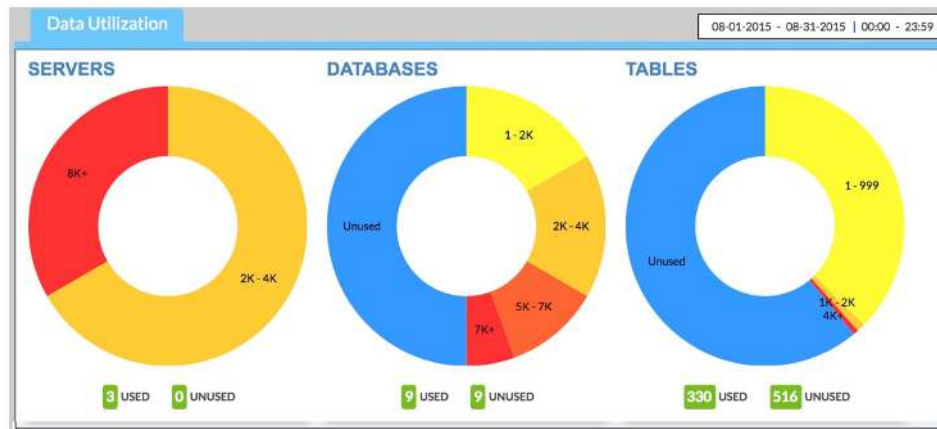
Attunity Visibility helped them rebalance data and workloads to the right platform, improving performance and reducing cost by more than $6 million. Our customer also implemented a charge-back system to the lines of business tied to individual data utilization levels. They use Attunity Visibility to move data and workloads off the EDW to Hortonworks HDP every 3 months, saving over $250,000 in infrastructure costs quarterly.

The Takeaway

A large online travel company needed a better understanding of the business usage of their analytic data platforms. Attunity Visibility solved their challenge by providing them with insight into their Hadoop systems and legacy data warehouses; and is continuously helping them identify data and workloads that can be optimized with Hadoop.

"By providing more visibility into the the enterprise data warehousing environment, we were able to help our customer achieve a more than 10x return on investment. Using Attunity Visibility's data usage analytics, they are now able to balance workloads and data across its data warehousing environment and avoid additional expenditures on capacity."

-Shimon Alon,
Chairman and CEO at Attunity