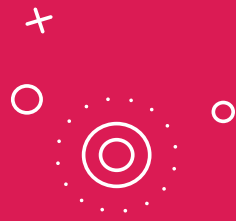




Mindtree

A Larsen & Toubro Group Company

Case Study:
Shared analytical
platform for **a Global
Investment
Company**



Welcome to possible

■ CLIENT

A globally operating investment company, which provides an offering of unique and powerful B2B Behavioral Marketing solutions. With a focus on converting intent data into measurable ROI, the client provides accurate and targeted findings, collects and analyzes data on buyer behavior, for various industry sectors.

■ CHALLENGE

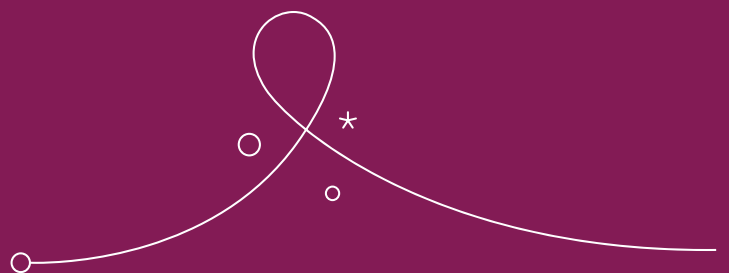
The client wanted to have a unified and scalable solution in the form of a sharable analytics platform that could cater to both data scientists as well as business teams. The data handled would include performance data, financial data (like stock estimates/pricing, market data, etc.) as well as marketing data (including sources such as social media, website).

One of the primary issues for the client was that their specialized resources were spending too much time in consolidating and cleaning source data. Moreover, information was getting distributed across disparate systems, with a variability in the levels of confidentiality. This led to many challenges in terms of data aggregation as well as access management. In addition, multiple teams were using various sets of softwares to get insight into organizational data - and this had additional cost as well as maintenance overheads.

This solidified the requirement for a modern, cost effective, scalable and shared analytical platform.

■ SOLUTION

As the first step, Mindtree created a solution where data was ingested from other data warehouses (SQL DW), Medm Platform (Fund Benchmarking Software), Factset, Reuters, Google Analytics, etc. Then, we architected and designed a Cloud-based platform that was cost-effective, scalable, and could be shared across teams. This solution was deployed on Azure HDInsight, driven through ARM templates, where the data was ingested via scheduled Data Factory pipelines. A CI/CD setup was also implemented for deploying scripts, data factory pipelines and configuration tables. Moreover, there was also an automated cluster scaling via runbooks on HDInsights.



BENEFITS

As a result of creating a shared analytical platform, Mindtree was able to deliver the following benefits:



Increased the user base from 5 to 50+ in a year - and it's still consistently increasing



Enabled the reutilization of data, factors and techniques that have proven value for better collaboration amongst the data scientists



Optimal management of 5 clusters with 65TB of data in data lake



Enabled users to deliver advanced performance analytics and insights, eg. page views, session views, campaign effectiveness, and social media analytics



Optimized cluster usage via automated cluster scaling for compute. where upto 10 worker nodes are reduced when demand is reduced for a cluster. 16 to 4



Empowered users to provide predictions and recommendations to support decisions



Supported the model scaling and production along with customer data scientist

ABOUT MINDTREE

Mindtree [NSE: MINDTREE] is a global technology consulting and services company, helping enterprises marry scale with agility to achieve competitive advantage. "Born digital," in 1999 and now a Larsen & Toubro Group Company, Mindtree applies its deep domain knowledge to 275+ enterprise client engagements to break down silos, make sense of digital complexity and bring new initiatives to market faster. We enable IT to move at the speed of business, leveraging emerging technologies and the efficiencies of Continuous Delivery to spur business innovation. Operating in more than 15 countries across the world, we're consistently regarded as one of the best places to work, embodied every day by our winning culture made up of over 22,000 entrepreneurial, collaborative and dedicated "Mindtree Minds."