

## 95% Faster Customer Acquisitions for a Retailer

### BUSINESS GOALS

The world's largest home improvement chain and second largest retailer in the U.S. They wanted a solution to overcome the following challenges:

- Multiple customer master silos with no visibility of extended customer information
- Slow and bulky logic to access comprehensive consumer information
- Cumbersome to integrate new customer data sources

### BUSINESS BENEFITS



95% faster customer association enabling reduced time to market for campaigns

Increased visibility in customer behavior

Effective marketing campaigns with customer segmentation

### SOLUTION

- Migrated data processing to open source Hadoop Data File System (HDFS) for improved performance and reduction in cost
- Standardized customer records
- Designed easily pluggable services and solutions for huge data volumes
- Developed data processing solutions to perform near real-time processing of huge amount of data

### About Us

Atos Syntel is a leading global provider of integrated information technology and knowledge process services. Atos Syntel helps global enterprises evolve the core by leveraging automation, scaled agile and cloud platforms to build efficient application development and management, testing and infrastructure solutions. Our digital services enable companies to engage customers, discover new insights through analytics, and create a more connected enterprise through the internet of things. Our "Customer for Life" philosophy builds collaborative partnerships and creates long-term client value by investing in IP, solutions and industry-focused delivery teams with deep domain knowledge.

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