



IRI provides shopper information, predictive analytics, and business intelligence to retail and over-the-counter healthcare companies. Clients include 95% of the Fortune Global 500 consumer packaged goods (CPG) and retail companies.

Challenge: Expand data processing, build greater flexibility

- Provide clients with state-of-the-art analytic tools
- Reduce costs by decreasing mainframe loads and support
- Create a flexible and expandable data processing and storage environment

Solution: Efficient management of Big Data

- Research judged Hadoop to be the most cost-effective solution
- Maximizes file system performance through NFS
- Files sent via file transfer protocol from the mainframe directly to the cluster

Results: A platform to support future growth

- Creates a fully functional production system in six months
- Improves processing speeds while reducing mainframe loads
- Saves \$1.5 million on annual mainframe costs
- Establishes a flexible platform capable of supporting future growth

