

# Fortune 50 retailer sees opportunity to improve customer experience

Shadow-Soft implemented a Mesosphere with HashiCorp Vault cluster using custom containers that allowed their data scientists to continue operating as usual. This helped the retailer reduce the time it took to analyze data from six weeks to 10 minutes.

## CHALLENGE

A Fortune 50 retailer saw an opportunity to dramatically improve customer experience, deliver real-time targeted sales, and improve logistics. The team needed to shorten development and analytics cycles down to minutes.

The starting point was an abysmal six weeks to deliver results on highly perishable data – a world away from the organization's stated vision. It took months to deliver results to a very frustrated data science team.

The retailer also faced a TCO challenge. To meet the new requirements with traditional infrastructure, it would require tremendous compute power to service the algorithms in burst (and then sit idle while not being used)

## SOLUTION



MESOSPHERE

Implemented a Mesosphere cluster to take full advantage of the Data Center Operating System (DC/ OS) technology and create an agile platform. The Shadow-Soft team created standardized containers for analytics programming languages and tools (i.e., R container and Python, Cassandra).

Interacting with a legacy security solution was necessary to provide easy access to data sources for data scientists. HashiCorp Vault provided the bridge between existing security methods and modern security best practices.



HashiCorp

The resulting solution provided self-service capability with role-based access and security. Teams can now select from a library of containers and data sources and have a working environment ready in minutes instead of weeks. The Mesosphere and HashiCorp Vault solution helped the retailer maximize resources at hand and reduce the future spend on infrastructure.

## OUTCOME

Reduced the time to validate algorithms and analyze data down from six weeks to 10 minutes.

The data science team can now analyze data faster and pass off insights to a marketing team, who uses the data to send personalized offers to customers via digital and traditional methods.



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