Qlik
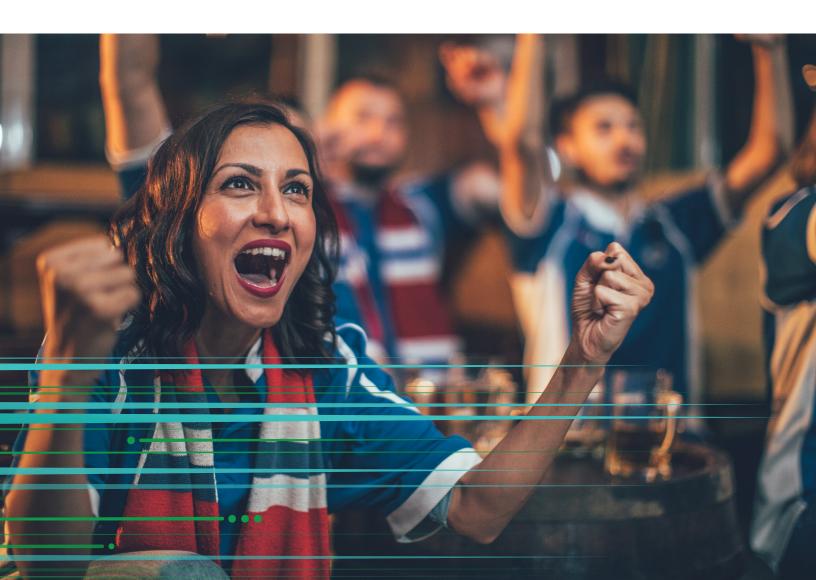
DATA INTEGRATION

Fanatics®

Fanatics Leverages a Cloud Data Lake for Analytics with Amazon Web Services and Qlik Data Integration

When a giant online sports apparel and memorabilia retailer wanted to move their data into a data lake in the cloud, they needed a seamless method to migrate and ingest their data. Read on to learn how Fanatics, the global leader in licensed sports merchandise, used Amazon Web Services (AWS) and Qlik to move data into a cloud-based data lake to perform analytics.

The Business Challenge: Moving and Mining Huge Amounts of Data

No matter what team you cheer for, Fanatics has you covered with the world's largest selection of fan merchandise with hundreds of thousands of officially licensed items for sale in its online and offline store. With so many product searches and transactions taking place in such a huge online warehouse, the amount and type of data generated is simply enormous.

In order to take their business intelligence (BI) to the next level, the team at Fanatics knew they had to find a better way to store and analyze their data. They would move their data that was on SQL Server using SSIS packages for ETL into a data repository (Amazon S3) on the cloud: the better to store raw data in its native format, without the need to transform it and store it in traditional column-based databases until it is needed for analysis. Fanatics needed a two-pronged strategy: a cloud solution provider with state-of-the-art capabilities, and a solution to migrate about 100 terabytes of data coming from five different applications quickly and easily.

Amazon Web Services and Qlik: The "Better Together" Solution that Brought Fanatics into the Cloud

Fanatics identified Amazon Web Services (AWS) as its cloud solution provider of choice. Amazon Simple Storage Service (S3) provided the Fanatics team with secure, durable, highly-scalable cloud storage, as well as a host of additional cloud services that consume and analyze the data, including Amazon Redshift, Hadoop, and Spark. Amazon S3's simple web service interface made it possible for the Fanatics team to store and retrieve any amount of data—a key attribute for a company with so much data to store and analyze.

Qlik accelerates data loading and replication from on-premises, heterogeneous sources to the AWS Cloud.

Benefits Include:

- Quick and easy setup
- Change data capture (CDC)
- Accelerated transfer speeds and guaranteed delivery
- Data integrity with check mechanisms
- Monitoring for peace-of-mind, control, and audit
- Secure data transfer with industry-standard SSL encryption
- Available hourly via AWS Marketplace or bring your own license (BYOL)

For data migration, Fanatics identified Qlik as the Amazon Partner Network (APN) partner that could offer just the right solution. Qlik enables users to accelerate data transfer to, from, and across Amazon Web Services (AWS) regions. The end result was a win: Fanatics is now able to analyze the huge volumes of data from their transactional, e-commerce, and back office systems, and to make this data available immediately for analytics.

Using AWS and Qlik, Fanatics was able to:

- Move huge volumes of data in real-time from SQL Server, Oracle, and other transactional, e-commerce, and back office systems to Amazon S3

- Consume and analyze the data using Hadoop, Spark and Amazon Redshift

- Get actionable, real-time insights into key customer behavior and purchasing patterns and share these findings with employees globally

By engaging with Qlik through AWS Marketplace, Fanatics was able to use Qlik using the bring your own license (BYOL) option. They were able to set up in minutes and load data continuously with zero downtime. Finally, the relationship between Qlik and AWS allowed Fanatics to consolidate its billing for its cloud services, as all vendor fees are clearly listed in a single invoice.

The end result? Fanatics today gets greater value from their data at an affordable price, thanks to AWS and Qlik.

What Qlik Provides

Qlik delivers simplified, high performance data ingest and migration from multiple heterogeneous data sources (Oracle, SQL Server, MySQL and more) to Amazon Redshift, Amazon S3 and Amazon RDS with incremental, continuous updates. With Qlik, you can avoid the heavy lifting of manually extracting data, transferring it via API/script, chopping, staging and importing.

"With Qlik, we're able to better analyze immerse data volumes from disparate applications – including our e-commerce, transactional and back office systems. It has provided new efficiencies by making our data available immediately, ultimately expediting the analytics process and enabling access to the freshest data possible for real-time decision making."

- Kiran Nagarur, Vice President, Data Science & Engineering, Fanatics

Qlik

About Qlik

Qlik transforms complex data landscapes into actionable insights, driving strategic business outcomes. Serving over 40,000 global customers, our portfolio leverages advanced, enterprise-grade AI/ML and pervasive data quality. We excel in data integration and governance, offering comprehensive solutions that work with diverse data sources. Intuitive and real-time analytics from Qlik uncover hidden patterns, empowering teams to address complex challenges and seize new opportunities. Our AI/ML tools, both practical and scalable, lead to better decisions, faster. As strategic partners, our platform-agnostic technology and expertise make our customers more competitive.

qlik.com