

Etix Uses Attunity and Amazon Redshift to Achieve Competitive Advantage and Increase Market Share



Etix, the largest North American independent ticketing company, serves clients in 40 countries. To maintain its competitive edge and increase market share, the company needed robust, real-time analytics. Using Attunity, Etix quickly and cost-effectively sends data from its production systems into an Amazon Redshift data warehouse. Etix now profitably leverages its marketing data and is able to make business decisions faster.

The Business Challenge: Real-time Analytics in the Cloud

As an Oracle shop, Etix was limited in their ability to run queries against their production database. Given the huge numbers of transactions, system resources were too limited to support analytics. A separate data warehouse made sense and Amazon Redshift was a logical technology choice. With Amazon Redshift, Etix could immediately enjoy the benefits of a powerful data warehouse, without significant capital investment.

While Amazon Redshift was a cost-effective solution, loading data from Oracle to Amazon Redshift in a timely manner and syncing it over time posed a problem. The Etix team estimated that the effort would require three full months of development time. Yet, the business required immediate results.

To achieve the company's business goals, the IT team explored a three-part solution:

- Amazon Redshift for data warehousing
- Attunity for accelerated data transfer
- JasperSoft for business intelligence and analytics

With Attunity, Etix was able to load data from Oracle to the data warehouse in just minutes. Attunity facilitated real-time data integration, actionable analytics, and information dissemination. Through JasperSoft, Etix can run efficient queries and analytics. This approach condensed development time to minutes, instead of months. It eliminated the need for a full-time DBA and greatly reduced the project development work and maintenance, resulting in annual savings of around \$80,000.

THE SOLUTION: REAL-TIME, ACTIONABLE INFORMATION BENEFITS THE BUSINESS AND THE IT TEAM

Etix uses its data warehouse and analytics to:

- Develop advanced targeting campaigns, based on demographic profiles of customers
- Measure effectiveness of marketing campaigns
- Connect the "who" with the "where" and "what interests" within demographics
- Supply data to the company's digital marketing provider
- Supply clients (venue owners) with valuable information that can be used to book relevant acts

"Not only did we avoid three months of development work and saved approximately \$80,000 in labor, but Attunity enabled real-time data loading from Oracle to Amazon Redshift in just minutes."

Daniel Heacock

Senior Business System Analyst, Etix

ABOUT ATTUNITY

Attunity is a leading provider of data integration and Big Data management software solutions that enable access, management, sharing and distribution of data across heterogeneous enterprise platforms, organizations, and the cloud. More information can be found at www.attunity.com.