SUCCESS STORY

Carrefour

Detailed information ↓

— Carrefour has opted for a Data Centric model through a Big Data platform with Cloudera.

— PUE collaborated by managing and implementing the extreme monitoring of Cloudera's platforms, according to Carrefour's policies.

About Carrefour

A world leader in the retail sector, Carrefour Spain is the strongest Carrefour subsidiary in the world in terms of presence, number of hypermarkets, and social recognition of the brand. In addition to its stores, Carrefour also provides financial services, gas stations, and travel agencies.

The challenge

In recent years, Carrefour has been committed to a digital transformation strategy where an omni-channel approach and customer service are the main focus. This requires the adopting of technology to meet these needs.

Previously, the systems were not coordinated and there was no entity that gave a 100% consolidated overview of the customer. They were dealing with independent systems with no logical integration between them, which resulted in different teams doing the same things.

The challenge, therefore, has been to find solutions that provide stability, scalability, high availability, and fault tolerance, and that integrate with the rest of Carrefour's existing ecosystems.
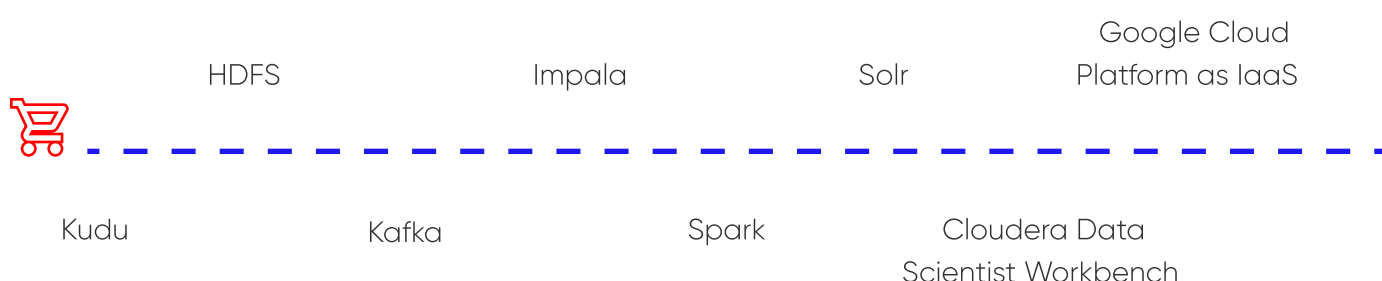
The solution

A Data Centric model was chosen so that all the data generated by Carrefour would reside in a single storage repository. In this way, decisions can be made based on evidence from the data. The more history you have, the more accurate a historical series will be.

The model also allows the implementation of multiple use cases with this centralized data, improving functionality and giving a complete overview of customers through the data generated in all sales channels.

At the same time, the technical teams do not need to carry out separate inputs for each of the projects, making it much easier to exploit the data.

Applied technologies

Big Data platform with Cloudera.
Specifically:

HDFS	Impala	Solr	Google Cloud Platform as IaaS
Kudu	Kafka	Spark	Cloudera Data Scientist Workbench

PUE's services

PUE is the extended team that manages and implements the extreme monitoring of Cloudera's platforms, according to Carrefour's policies.

In addition, PUE provides guidance to technically define the needs and favor the use cases. And, therefore, the business, through:

- The exploitation, operation, administration, and maintenance of the Cloudera platform.
- Consultancy in the architecture and engineering design to define the migration strategy to Google Cloud Platform.

Overall results

A high storage and processing capacity for data from all business areas has been achieved, allowing for further data exploitation and analysis.

Having the possibility to apply many different technologies, based on parallel and distributed processing, offers security and flexibility. This is due to the feasibility of generating use cases with existing but untapped data.

Thanks to the Data Centric model with a Big Data platform, Carrefour now has a 100% productive environment: with the stability that the business itself demands, 99.99% availability, and 100% SLAs.