

Cancun MemoryLake™ Removes Bottleneck from Big Data Infrastructures Resulting in 10X Faster Time-to-Insight



About: Cloudwick is the leading provider of bimodal digital business services and solutions to the Global 1000.

Headquarters: Newark, CA

Web: www.cloudwick.com

Data Insights are a Competitive Differentiator

Organizations are overwhelmed with data, yet data can bring tremendous value to a company if effectively mined. Whether you're a retailer tracking the journey from warehouse-to-customer or a financial institution involved in fraud detection, faster time-to-insight is critical and any degree of acceleration can have a significant impact on the bottom line. As a result, business leaders are now placing more emphasis on faster processing of data and demanding insights faster.

These increased expectations are placing a significant strain on the underlying infrastructures, further exacerbated by growing data volumes. One solution provider that's helping data-driven businesses tackle these challenges and maximize the value of their data is Cloudwick.

Evolution of Big Data Deployments

As the leading provider of enterprise business and technology services and solutions to the Global 1000, Cloudwick has helped leading enterprises like 3M, Bank of America, Comcast, Home Depot, Intuit, JP Morgan, NetApp, Target, Visa, and Walmart gain competitive advantage from open source, data lake, cloud and big data analytics technologies.

"Our customers today want to emulate the successful data-driven companies who are outperforming the competition by effectively mining massive quantities of data for better decision-making," said Cloudwick CEO Maninder Chhabra.

The customer journey has evolved over the past few years. *"Many customers began by offloading data from their enterprise data warehouses to cheaper Hadoop environments. In fact, this move to Hadoop is common across all verticals and was the predominant trend until 2016,"* said Chhabra. *"Now customers are focused on outcomes and we're seeing more solutions-based use cases like cybersecurity, fraud detection and business intelligence, where speed to insight is a critical requirement."*

"While most environments have a ton of storage – 8 to 12 petabyte drives – if you try to compute that much data with a constrained infrastructure, it's nearly impossible unless you have a Cancun-like solution."

– Maninder Chhabra, CEO of Cloudwick

Business Benefits

- ✓ Accelerate time-to-insight from hours to minutes to improve decision-making and minimize risk.
- ✓ Ingest data seamlessly, from multiple sources like HDFS, NAS, cloud, etc., to extract higher quality insights.
- ✓ Reduce infrastructure footprint or query more data on existing infrastructure.
- ✓ No change required to existing applications or infrastructure.

“We have seen 10X faster time-to-insight using MemoryLake. For us and our customers, that acceleration translates into a major competitive differentiator. Getting ‘signals out of the noise’ is the top driver and the ability to do this quickly is far-reaching.”

- Maninder Chhabra
CEO of Cloudwick

Business Benefits Afforded by Cancun MemoryLake™

The Cancun Systems MemoryLake™ data platform enables applications to run up to 10X faster, allowing customers to get richer insights and save on infrastructure expenses leading up to 500% ROI. In addition, Cancun does not require any changes to customers’ existing applications or infrastructure to achieve these benefits.

“Cancun has built an awesome technology that removes the data IO bottleneck from big data infrastructures,” said Maninder Chhabra. “We have seen 10X faster time-to-insight using MemoryLake™. That acceleration translates into a major competitive differentiator. Getting ‘signals out of the noise’ is the top driver and the ability to do this quickly is far-reaching.”

By pooling and virtualizing available memory and storage resources within or across nodes, Cancun can create a software-defined memory lake (SDML). In-memory applications like Spark can now run significantly faster by accelerating and pipelining applications at memory speed, enabling workflows to complete in a fraction of the time.

According to Chhabra, *“While most environments have a ton of storage – 8 to 12 petabyte drives - if you try to compute that much data in a reduced infrastructure footprint, it’s nearly impossible unless you have a Cancun-like solution.”*

By removing the data IO issue and speeding up applications, Cancun MemoryLake™ allows existing build-outs to deliver more insights and query more data faster. For cloud deployments, customers can experience both faster insights and immediate savings because they are able to complete jobs and decommission clusters much faster.

Whether data is located on-prem or in the cloud, Cancun MemoryLake™ also gives customers tremendous business agility by allowing them to ingest data from any location – local HDFS, Amazon storage and more.

Conclusion

While organizations are investing heavily in big data projects, they are finding that their existing infrastructures are insufficient, slow to respond, and costly to scale. Using Cancun MemoryLake™ technology, organizations can quickly detect “signals out of the noise” and immediately benefit from greater performance, deployment flexibility, and enhanced infrastructure efficiency.

