



PUBLISHERS CLEARING HOUSE PERFORMS LARGE-SCALE ANALYTICS USING MAPR AND ATTUNITY SOLUTIONS

“MAPR IS THE BEST DATA PLATFORM FOR ENTERPRISES LIKE US. MAPR SEAMLESSLY PROVIDES DATA-DRIVEN INSIGHTS, DRAWING FROM MANY DISPARATE DATA SOURCES IN A FAST, RELIABLE, AND SECURE ENVIRONMENT.”

Gino Kelmenson
 Director of Enterprise Data Systems at Publishers Clearing House

OVERVIEW

Publishers Clearing House, a leading interactive media company offering a broad range of products, digital entertainment, and services to consumers, is moving large volumes of data on a DB2 mainframe environment to a more flexible, scalable, and cost-effective platform to perform large-scale analytics. The company, whose success is built on its unique mix of free-to-play games, sweepstakes, and value-packed offers, chose the MapR Converged Data Platform as their data platform along with Attunity Replicate to synchronize their real-time data lake with their mainframe transactional system. The result? They began realizing more value from their data right away. And now, they are using Attunity Replicate to move non-marketing data into the platform to gather more business intelligence from it.

THE CHALLENGE

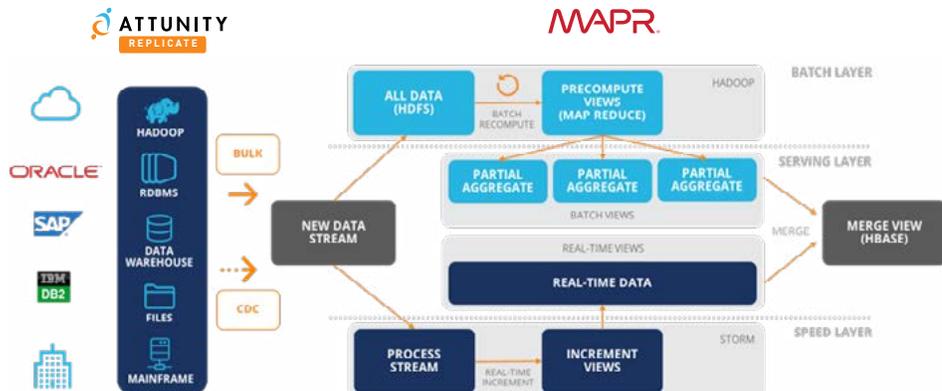
Publishers Clearing House (PCH) runs critical marketing campaign applications on mainframe systems. Analyzing this data by directly querying the mainframe was becoming complex and costly. And so, Gino Kelmenson, Director of Enterprise Data Systems, and Ravi Jannu, Big Data Lead, began to look for a way to move their data to another platform for analytics, quickly, easily, and affordably.

SOLUTION

After some research, the PCH team selected the MapR Converged Platform as their data platform. As part of building the PCH Hadoop Data Lake (HDL) on the MapR Platform, they selected Attunity Replicate software to offload mainframe data without incurring the complexity and expense that comes with sending ongoing queries into a mainframe database and delivering that data for analytics.

“The combined solution helped in reducing the development cycle, at the same time limiting the impact on source systems,” explains Kelmenson. “Attunity provides a secure, end-to-end replication solution with change data capture across mainframes, data logs, and the rest of the environment, along with an elaborate graphical user interface. And MapR is the best data platform for enterprises like us. MapR seamlessly provides data-driven insights, drawing from many disparate data sources in a fast, reliable, and secure environment.”

MAPR AND ATTUNITY WORKING TOGETHER



For more information visit mapr.com and attunity.com

MapR and the MapR logo are registered trademarks of MapR and its subsidiaries in the United States and other countries. Other marks and brands may be claimed as the property of others. The product plans, specifications, and descriptions herein are provided for information only and subject to change without notice, and are provided without warranty of any kind, express or implied. Copyright © 2018 MapR Technologies, Inc.