

Flexibly delivering data analytics services across many locations with streamlined operations

Generating actionable customer insights faster



Meet BrandInsights

As a large marketing consultancy, BrandInsights had large volumes of demographic, transactional, behavioral, and client engagement data.

The data sets represented billions of data points dispersed across different databases and storage systems. Their data scientists completed several proofs of concept projects that involved developing custom machine learning models and using them to successfully reveal customer needs and new customer personas implicit in the archived data.



Destination

Custom machine learning models as a service

BrandInsights wants to help clients gain better insights into customer needs. Without having to recruit internal expertise with data analytics, clients can deliver app improvements to market faster.



Challenges

Disparate data platforms

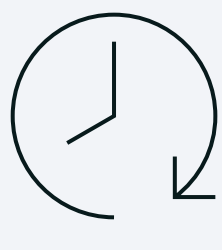
Because fast time-to-market is a key value in using BrandInsights' service, project delays would increase risk, reduce competitiveness, and slow business growth. To prevent delays, especially as their business scales, BrandInsights must:



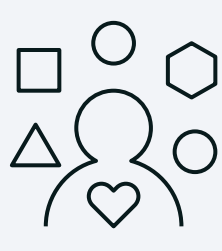
Reduce complexity in operations across their own and their clients' various environments—on premises, on different cloud platforms, and in edge locations



Enable teams to collaborate across remote locations while governing access



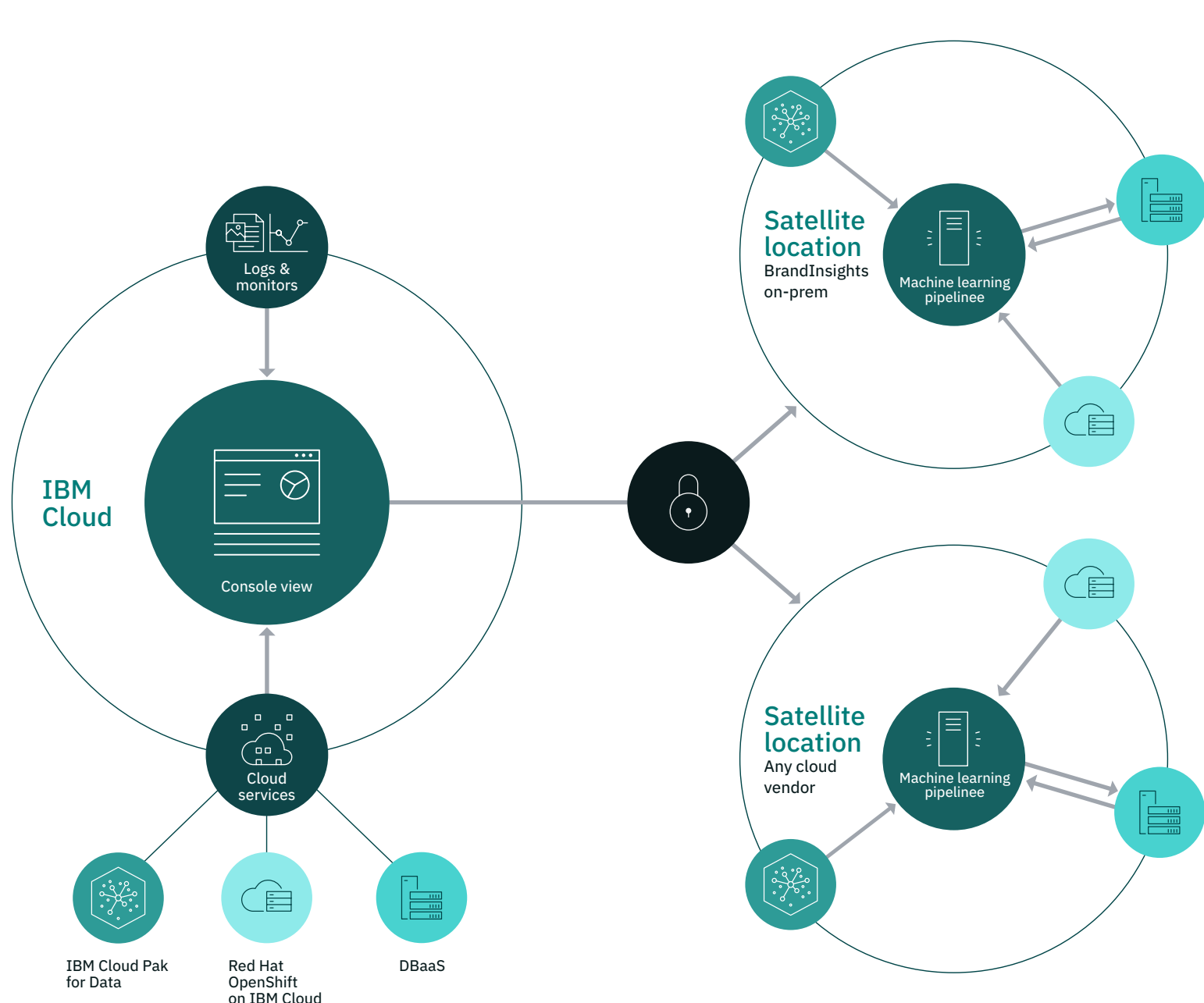
Minimize the time needed to maintain technologies used to deliver machine learning models to clients



Efficiently bring data analytics tools to wherever client data resides, understanding that many clients cannot move data due to residency requirements and a need to keep latency low for applications that access it

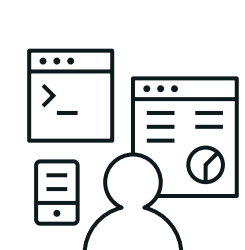
Enter IBM Cloud Satellite

IBM Cloud Satellite enabled BrandInsights to bring machine learning models to their clients' data, and gave them a consistent development platform through Red Hat OpenShift on IBM Cloud, a key Satellite service. Satellite allows all team members, within BrandInsights and client organizations, to use the same identity and access (IAM) system. And Satellite provides a single view from which BrandInsights monitors and manages operations across deployments.



BrandInsights already used the data analytics tools in the IBM Cloud Pak for Data software suite to develop their own proof of concept. However, through Satellite, BrandInsights can now distribute the Cloud Pak as a fully managed service to any location where they need to work with clients. As needed, data virtualization technology in the CloudPak provides BrandInsights the flexibility to unify data dispersed across different stores and environments without actually moving it, and a privacy framework keeps sensitive data protected for compliance purposes.

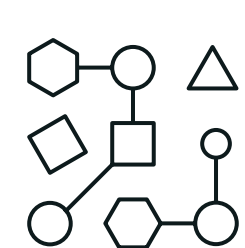
Cloud Satellite enables BrandInsights to:



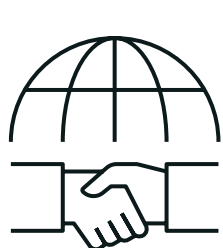
Use a distributed cloud platform with open source architecture to efficiently manage data analytics projects across environments and geographies



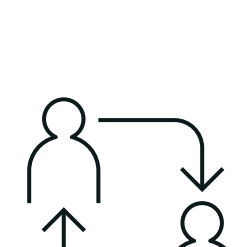
Secure work across locations with consistent identity and access control



Analyze large volumes of data in place across many locations



Enter new markets worldwide in compliance with local regulations and governance of data



Save time and resources, and go to market faster, by using consistent, fully managed tools and services that help teams collaborate with complete visibility

Result

With IBM Cloud Satellite, BrandInsights brings data science expertise to clients worldwide, and at scale.

The consistency of developer experience across BrandInsights' projects promotes fast time to market, scalability, and reliability.

While this is a real case study, BrandInsights is a pseudonym.