



latentview

Actionable Insights • Accurate Decisions

Cloud-Based Data Lake to Enhance Analytics Operations

Client

**Largest Food
Distributor in the US**



The Problem

Ageing legacy Business Analytics Infrastructure with a high ownership cost was slowing down realizable analytics value.

The Before State

Business users faced significant delays in accessing and analyzing data and had difficulty handling large volumes of data for analytics.

The After State

Reduced cost of ownership and **increased throughput of cloud-hosted analytics solutions.**

The LatentView Solution

Migrated 60TB data from legacy systems into a cloud-based data lake with extended periodic data refresh, which supports reporting and advanced analytics solutions.

About LatentView Analytics

LatentView Analytics is a leading global data and analytics service provider helping companies turn data into actionable insights to gain competitive advantage. As a trusted analytics partner to the world's most recognized brands, LatentView solutions provide a 360-degree view of the digital consumer, fuel machine learning capabilities and support artificial intelligence initiatives. LatentView's success is driven by a commitment to deliver unrivalled analytics solutions that enable Fortune 500 companies in the retail, CPG, BFSI, high tech, healthcare and other sectors to predict new revenue streams, anticipate product trends, improve customer retention, optimize investment decisions and turn unstructured data into a valuable business asset. LatentView has offices in Princeton, N.J., San Jose, Calif., London, Singapore and Chennai, India with more than 600 employees globally.

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