A global automotive company enhances lead generation and AI optimization through Hadoop data migration to Databricks.

About the global automotive company.

Headquartered in the northern mid-eastern United States, they supply digital marketing and advertising solutions exclusively for the main automotive organizations dealers and retailers. The organization has a mission of helping the dealerships sell more cars and trucks, and have already begun to take advantage of AI capabilities in the cloud and want to continue improving lead generation in this area.

The organization is focused on

- Reducing technology debt
- Provide more accurate insights and buying signals
- Capitalize on their investment in Databricks

Objectives

The global automotive company wanted to embellish their use of cloud analytics by feeding additional customer data into their customer journey platform. This platform was hosted on the Microsoft Azure cloud and utilized Databricks analytics to provide AI powered optimizations, recommendations and direct buying signals to the dealerships and product partners.

Solution

Following a successful proof-of-concept (PoC) they selected Cirata Data Migrator to move their Hadoop customer data to the Azure cloud. This consisted of moving 1500 tables over 30 databases in the parquet file format.

They also wanted the data to remain in parquet format in the Azure cloud to enable other upstream applications access. For the customer journey platform, Databricks notebooks were used to create the required Delta format structures for Databricks analytics.

Results

- All tables migrated successfully to Azure with no business interruption.
- Reduction in the on-premise Hadoop footprint.
- Increase in Lead quality – The highest scored leads are now 18 times more likely to purchase a vehicle.
- The organization is exploring other business areas that can utilize Cirata Data Migrator to move useful data into their cloud infrastructure.

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