



# DOUBLE-DOWN MARKETING

It's no gamble when Caesars Entertainment uses big data analytics and Intel® technology to reach a new demographic with its marketing

## BEFORE 6 HOURS OF PROCESSING TIME



### CHALLENGE

Attract today's customers for hotels, shows, and shopping venues by understanding their wants and needs



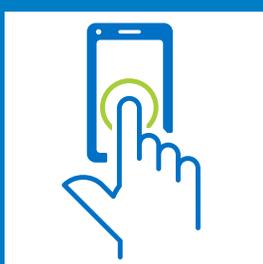
### STRATEGY

Create a new analytics engine to handle large-scale, multi-variety customer data



### SOLUTION

Cloudera's CDH\* on Intel® Xeon® processor E5 family, with Intel® Ethernet Converged Network Adapters



### RESULTS

Caesars can process more than 3 million records an hour and fine-tune its campaigns to specific customer segments

## AFTER 45 MINUTES



*"We were...moving into new areas such as online social gaming, which involved unstructured and semi-structured data that our existing system was less effective at handling. We wanted to create a whole new analytics engine for this large-scale, multi-variety data, and it made sense to do that on the Hadoop\* platform."*



—Rizwan Patel  
IT Director  
Caesars Entertainment



## 3 MILLION + RECORDS/HOUR

## LEARN MORE



Read the Caesars Entertainment Case Study

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