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.

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

SOLUTION
Cloudera’s CDH* on Intel® Xeon® processor E5 family, with Intel® Ethernet Converged Network Adapters.

LEARN MORE
Read the Caesars Entertainment Case Study

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