CUSTOMER SUCCESS STORY

Boosting Hadoop Performance and Cost Efficiency with Caching, Fast SSDs and More Compute

Twitter uses Hadoop* for storing data and performing advanced analytics to generate important business insights. Working in collaboration with Intel, Twitter engineers discovered that removing a storage I/O bottleneck enabled them to use larger hard drives while simultaneously increasing processor utilization. Higher density leads to total cost of ownership (TCO) savings through energy efficiency, fewer racks and a smaller data center footprint. Overall, Twitter expects that caching temporary data with Intel® SSDs based on Intel® 3D NAND technology and increasing core counts with 2nd Gen Intel® Xeon® Scalable processors will result in approximately 30 percent lower TCO and over 50 percent faster runtimes, compared to their legacy production cluster configuration.

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2nd Gen Intel® Xeon® Scalable processors
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Industry
Industrial

Organization Size
10,001+

Country
United States

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1,2 For more complete information about performance and benchmark results, visit https://www.intel.com/content/www/us/en/customer-spotlight/stories/twitter-hadoop-customer-story.html