



MACTORES

Mactores & Hansa Cequity Case Study



The Challenge

Hansa Customer Equity (Hansa Cequity) is a data-driven customer marketing company with operations in Delhi, Mumbai & Bangalore. The company's end-to-end suite of services leverages the power of marketing databases, analytics and automated applications for accelerated campaign delivery across multiple touch points. They help their clients generate a significant return on their marketing programs.

Hansa Cequity initially decided to use an on-premise relational database for data analysis, modeling, and storage. They faced multiple challenges managing 10-15 Terabytes of data at scale, originating from multiple databases and then processing all this marketing data for their Cohorts to analyse and build the appropriate learning models. They also needed the flexibility to process the extreme usage demands creating huge peaks and valleys that needs to manage. Their on-premise IT Infrastructure created a cost and scale issue, putting the business at risk of no longer being viable.

In addition, they needed to address the maintenance challenges and finding a way to minimize the workload on their lean and overworked team. Given all these current challenges, Hansa Cequity decided they needed to partner with an organization that could provide the guidance and expertise they lacked to implement the complex variety of cloud services required to solve the problem.

Why AWS

Hansa Cequity experimented with multiple POC's on both a competing cloud and on-premises deployment options. The company concluded that in order to continue to grow and increase business agility, they would need to take advantage of the flexibility and scalability of the cloud, and they identified the Amazon Web Services (AWS) Cloud as the most mature environment that could meet their requirements. Most of their customers were also adopting the AWS Platform, providing even more rationale for their decision.



ENRICHING CUSTOMER EQUITY

About Hansa Cequity

Hansa Cequity is an Marketing Tech Company, specializing in data driven customer marketing solutions using analytics, digital and technology platforms. They help businesses acquire customers, retain them and increase the profitability for Financial Technology, Consumer and Retail companies.

Mactores & Hansa Cequity Case Study

Why Mactores

After deciding on AWS, Hansa Cequity evaluated various AWS Partner Network Consulting partners with expertise in Big Data and Analytics. They conducted interviews with existing AWS customers and the decision came down to Mactores because we quickly helped them understand how our Business Automation approach and expertise delivered on similar digital transformation projects leveraging AWS services. To help move the project forward Mactores and AWS conducted a series of onsite workshops over 3 weeks with the Hansa Cequity Engineers, business teams and analytics teams at their Mumbai offices. Because the Hansa Cequity team could experience the proposed AWS services, this brought clarity to defining the problem statement, which was key to receiving approval to move forward with the project.

The Process

At the beginning of the engagement, Mactores worked with Hansa Cequity team to understand the different kinds of source data systems utilized, including the relational database systems, and unstructured data systems. The data analytics requirement was fundamentally batch analytics. Mactores deployed their infrastructure in AWS Asia-Pacific (Singapore) Region and set-up multiple Availability Zones for redundancy. Their existing unstructured data was then migrated to Amazon S3 while Amazon EC2 Spot Instances were provisioned for ingestion, processing and storing new unstructured data to S3.

For running ETL jobs and batch analysis, Amazon EMR was used. In addition, Amazon Redshift was used as a Data Warehouse which contained the data required to run all their Hansa business as usual reports. Mactores integrated Tableau with Amazon Redshift to give Cequity a single window view of their data to help them create more precise business models with rich analytics.

Benefits

By implementing the marketing analytics solution on cloud, their analytics were delivered in record time, taking only 1.5 minutes processing multiple TBs of data. This meant that all business users gained significantly faster access to their reports, resulting in better decision making. Because of the automated scale out deployment of Amazon EMR, their data operations team saved an additional 40% of time allowing them to invest that time towards developing a better Cohort Analysis for their customers.

The Amazon Redshift implementation not only created the ability for all the users in the company to access the Tableau dashboards, but the results were now available in just 1 or 2 seconds. This was a drastic improvement to their customers and all the internal supply chain teams, marketing teams, enterprise sales teams, analyst teams, and management teams. By implementing Amazon Redshift, all the stakeholders now had the capability to analyze the critical data points in near real-time while achieving the objective of gaining control over providing valuable insights to their customers. By using Amazon Redshift, Hansa Cequity has become more agile in updating their Data Warehouse.

-
- ▶ [Learn More](#)
 - ▶ [Register for an Immersion Day](#)

Next Steps

Since the beginning of their engagement, Hansa Cequity has worked with Mactores to brainstorm solutions to solve other critical data engineering challenges. Mactores works with Hansa Cequity to help identify the concise problem statements and the path forward to solving. Hansa Cequity is currently in the process of evaluating Machine Learning Pipeline on AWS using Amazon SageMaker.