

Paper 105-2012

Using SAS® and Vertica to Increase Online Effectiveness and Revenues

Stephen Schultz, HP

ABSTRACT

Many organizations have been able to minimize the effect of these limitations by building their own customer behavior warehouses. These warehouses are created with not only the clickstream data, but have integrated web log data, social media information, sentiment analyses and other informational sources. All the data adds up quickly and the overall cost of maintaining these systems becomes increasingly difficult to shoulder. The underlying databases soon become overwhelmed with the sheer amount of data, analysis slows down due to performance reasons, and soon the cost of continually upgrading the hardware to keep these systems going becomes a major pain point. These customers have used Vertica and SAS to provide an option that provides business results at affordable prices.

No paper was submitted for publication.

CONTACT INFORMATION

Stephen Schultz
HP
Stephen.schultz@hp.com

SAS and all other SAS Institute Inc. product or service names are registered trademarks or trademarks of SAS Institute Inc. in the USA and other countries. ® indicates USA registration.

Other brand and product names are trademarks of their respective companies.