Data analytics firm keeps customers growing with secure, reliable informational insight

Quantium:

Size: More than 500 employees

Industry: Applied Analytics

Location: Sydney, Australia

Solutions

- Integrated computing and network infrastructure supports scalable, high-performance data analytics

- Unified communications and video conferencing bring together a global workforce and customer base

- Easy-to-manage security solutions enable flexible, secure access to valuable data

For More Information

For more information about customer stories, visit http://www.cisco.com/go/customerstories

Quantium is a unique company that uses a proprietary data analytics platform to help its customers drive change, progress, and growth. Quantium's secure and privacy compliant data partnerships enable Quantium's clients to gain customer and market insights they could not obtain from their data alone. The company's data scientists are constantly inventing new analytical applications to power a new world of possibilities for its customers.

Challenge: Managing Business and Data Growth

Already the largest analytics business in Australia, Quantium serves a global customer base in 21 countries and is expanding its physical presence to India, New Zealand, and South Africa. The company has experienced rapid growth for several years, increasing the industries it serves, the products it provides, and the locations in which it operates. Data growth has been even more rapid.

"Just a few years ago, we were training models with 20 million rows," says Greg Schneider, executive director, Quantium. "Today some of our customers' data sets are 20 trillion rows. That's a million times increase in only a few years. We needed a platform that could support analytics at an

industrial scale, with thousands of predictive models and machine learning algorithms constantly adapting to new experiences."

Quantium also needed more effective communications to allow employees and customers to collaborate across time zones and using different devices. "In the end, the key is people, and increasing collaboration is important especially as our business grows," says Schneider. "We needed to increase productivity and empower our people to generate an ever-increasing number of innovative solutions for our customers."

Choosing a Strategic Partner

Quantium opted to host its own data center infrastructure instead of using cloud-based solutions, which would have offered scalability but did not provide enough control over costs and data security. "We needed a partner and a new data center standard that could support our growth and our huge analytics workload, which is in the top three in Australia outside of government," says Schneider. "We wanted the best on the market, and our technology team assured us that Cisco was the right choice. They cited cost savings in ongoing management, superior integration, and easy scalability—all of which have borne out in practice."
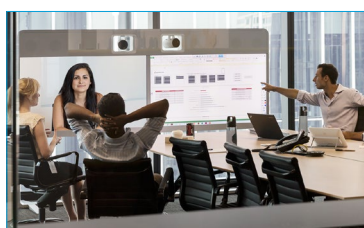
With Cisco solutions, Quantium:
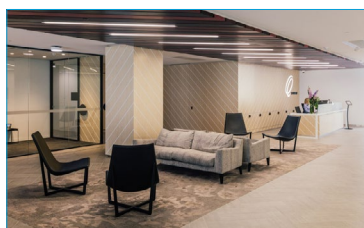
Provides innovative
analytics solutions
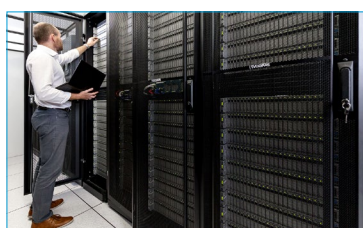
Scales to meet new
big data demands

Improves communications
and productivity

Establishing a Secure Perimeter

With the Cisco® solution, Quantium was able to meet the challenges of global growth and enhance the security of its data with a state-of-the-art wireless network and a secure, private WAN among all office locations. Backed by Cisco Catalyst® switches and Cisco Aironet® wireless access points, the new architecture eliminated single points of failure and delivered the scalability, reliability, and performance of services.

"We're using Cisco ASA firewalls and Cisco Identity Services Engine to get the performance we need for large data streams and at the same time give users flexible, secure data access from any device," says Mark Mackaway, head of technology strategy at Quantium. "It's a very effective combination that's essential to our business. We can grant secure BYOD access to our employees, clients, and partners without putting our data at risk."

Cisco Prime™ Infrastructure enables a single view and point of control across the network for proactive monitoring, reporting, and management, helping Quantium scale quickly and efficiently. Quantium is now empowered to execute on-demand mission-critical workloads and analytics applications backed by Cisco UCS® servers. With a solid, reliable technology foundation, Quantium can serve a multitude of customers with a diverse set of data analytics requirements.

"The Cisco environment is an infinite improvement over where we were previously," says Mackaway. "With Cisco as our corporate standard, we have the visibility we need, can deploy faster and be confident about service delivery,"

Connecting a Global Business

Building on its new network foundation, Quantium equipped employees with Cisco collaboration tools, giving them the ability to communicate using video on any device. With offices and staff interacting on a global scale, Quantium benefits from on-demand collaboration using face-to-face video conferencing, IP phones, Cisco WebEx® meeting sessions, and dynamic Cisco Jabber® chat sessions. Employees are able to connect and collaborate to drive innovation and ensure optimal quality while reducing travel costs.

"Communication is critical in our business, and we have a high frequency of contact with our colleagues and customers," says Mackaway. "Cisco made it easy for us to transition to nuanced, face-to-face communications and provide a consistent experience for employees regardless of their location or device."

Generating New Insights for Customers

Using Cisco collaboration tools, Quantium is creating new insights for its customers as shown here in three case studies.

Improving Customer Loyalty at Woolworths

One of Quantium's customers, Woolworths Supermarkets, wanted to make its customer loyalty program, Woolworths Rewards, more effective and enable its suppliers to increase sales. It partnered with Quantium to create an analytics engine that processes trillions of rows of data to match supplier offers to each member.

"What we created on top of our Cisco infrastructure is essentially the same as asking every Woolworths Rewards customer 70 million questions every week," says Victor Bajanov of Quantium. He's responsible for the delivery of the solution to Woolworths. "Suppliers are increasing sales tenfold in some cases through more relevant and personalized offers."

Selling more cosmetics for L'Oreal Australia

L'Oreal, one of the world's largest cosmetic brands, wanted to understand how it could use Facebook to increase cosmetics sales efficiently and deliver promotional messages to the right audience. The challenge was that most of its sales

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Lawrence Puang
Senior Leadership Team—Media,
Quantium

occurred in stores–and not online–so it could not work out the effectiveness of Facebook advertising. L'Oreal Australia partnered with Quantium to use Quantium's Facebook partnership. Using Quantium's technology platform, L'Oreal Australia was able to create a depersonalized one-to-one link between advertisements appearing on Facebook's platform and resulting sales.

"What we are providing to advertisers is a capability that they have never had access to before," says Lawrence Puang, who is responsible for the Facebook partnership at Quantium. "By bridging the gap between the online and offline world, it allows advertisers to truly understand the impact of what their digital investment is having on customers purchasing in a physical store."

Fighting Human Trafficking in India

Not all of Quantium's analytics solutions are designed to increase revenue. Some are helping to solve social problems, reduce crime, and change lives. For example, the My Choices Foundation, an India-based nonprofit that works to combat human trafficking, worked with Quantium to develop an analytics application that can predict where and when traffickers are likely to strike next.

Products and Services

Unified Computing
- Cisco UCS B-Series Blade Servers
- Cisco C-Series Rack Servers

Unified Communications
- Cisco Unified Workspace Licensing
- Cisco Expressway™ Solution

Software
- Cisco ONE™ for Access Switching
- Cisco ONE for Access Wireless

Conferencing
- Cisco TelePresence® Server (virtual)
- Cisco WebEx Meeting Center
- Cisco Collaboration Meeting Rooms (CMR)

Collaboration Endpoints
- Cisco Jabber for Windows
- Cisco TelePresence MX and SX Series
- Cisco Unified IP Phones 8800 and 7800 Series

Routing and Switching
- Cisco Catalyst 3850 and 2960 Series Switches
- Cisco 4000 Series Integrated Services Routers (ISR)

Wireless/Mobility
- Cisco Aironet 3700 Series Access Points
- Cisco 5520 Wireless Controller
- Cisco 2504 Wireless Controller
- Cisco Connected Mobile Experiences (CMX)
- Cisco Connected Analytics for Mobility (CAM)
- Cisco Hyperlocation Module

Security
- Cisco ASA 5585-X Adaptive Security Appliance
- Cisco Identity Services Engine (ISE)

Connected Safety
- Cisco Video Surveillance Manager
- Cisco 7530 and 3620 Video Surveillance IP Cameras

Cloud and Systems Management
- Cisco Prime Infrastructure

Services
- Cisco SMARTnet® solutions
- Cisco High Touch Operations Management Services

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Greg Schneider
Executive Director, Quantium

"We're helping them use data to make a bigger impact and achieve their goal of putting an end to large-scale human trafficking in India by 2025," says Schneider.

What's Next

Quantium is eyeing new opportunities made possible by the Internet of Things (IoT), including using Cisco video technology to help retail stores improve safety by identifying and cleaning up spills faster. It's also using Cisco Connected Mobile Experiences (CMX) to help retailers better understand when and how customers move through their stores to improve product placement and sales.

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