CASE STUDY

logitech

www.logitech.com

Industry

Computer peripherals

Profile

Logitech is a Swiss global provider of personal computer and tablet accessories with EMEA headquarters in Lausanne, Switzerland and American headquarters in Newark, California. The company develops and markets products like peripheral devices for PCs, including keyboards, mice, trackballs, microphones, game controllers, and webcams. The company also has offices throughout Europe, Asia, and the Americas, and conducts its sales and marketing activities across America, Europe, the Middle East, Africa, and the Asia Pacific. In 2015, the company reported around $2 billion in revenue with its 9,000 employees.

denodo

Logitech Achieves Successful Cloud Modernization with the Denodo Platform

For several years, Logitech had been developing and delivering data services for analytics using on-premises systems. But provisioning data services for business users has been reactive, time consuming, and inefficient. The company's product line, which included sophisticated devices and systems such as smart home automation, VR gaming, video collaboration, and system security video analysis was evolving to include more complex use cases that required predictive analytics, real-time data analytics, and cognitive science. At the same time, Logitech wanted to move its cloud data warehouse from Amazon Redshift to Snowflake. Logitech was looking for a platform that could help it gain these capabilities, while also enabling the company to continue to offer the right service to business users at the right time without a noticeable loss in performance.

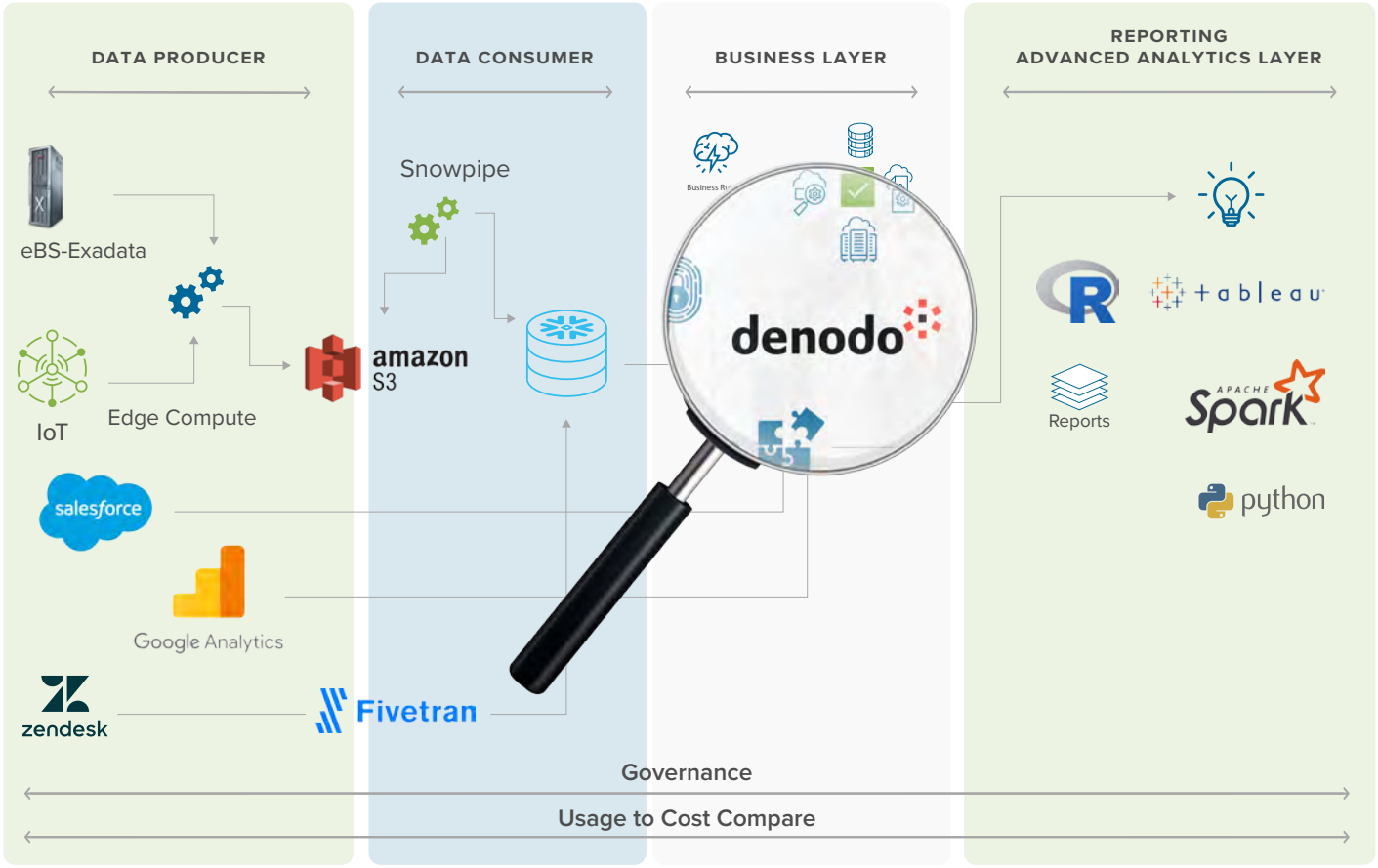
Business Need

The rapidly growing product line completely changed the nature of business reporting at Logitech. Business users needed to find answers to problems relating to price violations on retail sites, text mining and sentiment analysis of Logitech's products on social media and gaming websites, demand forecasting, sales channel management, and other domains. They were also challenged by fragmented analytics caused by data being trapped across multiple on-premises systems such as ERP, POS, DRM and MDM. In addition, Logitech had recently acquired a string of companies that added business verticals but data from those new verticals never got captured in the final enterprise-wide reporting, so top management lacked a full picture of the overall business.

Logitech needed a tool-agnostic platform that would not only make it easy for business users to carry out advanced analytics but also free the data in its silos making it available for enterprise-wide reporting and analytics without compromising on performance while still keeping the total cost of ownership low.

The Solution

Logitech built a solution built on the Denodo Platform. In the new infrastructure, data from the company's various on-premise sources and other third-party cloud-based sources are fed into an Amazon S3 bucket and from there it is loaded into the Snowflake cloud data warehouse. Snowflake was also used to store semi-structured IoT data in JSON format. The Denodo Platform acted as a secure and governed business layer in the overall data architecture sitting between Snowflake and the consuming applications. Denodo also integrated Salesforce, Zendesk and Google Analytics data, making all of the data available to the advanced analytics and reporting layer. With the Denodo Platform at the business layer, acting as the single semantic layer for all of Logitech's data sources, all consuming applications now have access to the same data. The Denodo Platform is the nucleus of the new solution architecture.



Benefits

The Denodo Platform made Logitech's cloud journey not only possible but possible as a live migration, with minimal impact on business operations. As a result, Logitech was able to move from Amazon Redshift to Snowflake without affecting business continuity in any way. Before the Denodo Platform was implemented, the weekly demand forecast program (run on a combination of R and Oracle Exadata) ran for three days; now it takes a few hours.

Also, with the EU's General Data Protection Regulation (GDPR) and other regional data privacy laws gaining steam, Logitech needed to re-examine how the company used consumer data for cross-sell and upsell opportunities. Using the Denodo Platform, Logitech was able to create a consumer master (MDM) solution to centrally manage consumer opt-in/opt-out on an enterprise level.

In addition, Logitech leveraged the Denodo Platform to create a more sophisticated data service, one that is powered by natural language processing (NLP) and fuzzy logic to enable nontechnical users to ask stats-based questions to a chatbot in English and receive a more humanized, English answer in response. Finally, the Denodo Platform's query optimization capabilities greatly accelerate Logitech's data science and analytics efforts giving it a 40 to 70% performance improvement with the same volume of data at 30% less cost.

> *"We deployed the Denodo Platform to aid us in moving our data analytics platforms to the cloud, and Denodo data virtualization played a critical role in that journey. The Denodo platform, already excellent, is constantly evolving, and getting better every day."*
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> Avinash Deshpande
> Principal, Big Data and Analytics, Logitech