

# MAGPIE CASE STUDY



## THE CHALLENGE

CARFAX is a data services provider that helps users buy and sell pre-owned vehicles. Their many products generate terabytes of data including product usage, web search, and clickstream data.

CARFAX was challenged to integrate new data and keep up with the demands of the business for new reporting and analysis.

## THE SOLUTION

The business intelligence team at CARFAX supplemented their existing data warehouse with Silectis Magpie providing a “fast track” environment for new data and analytics, and a scalable infrastructure for collaboration around data.

Users in the IT department use Magpie to integrate and prepare data and analysts use it to explore data and create visualizations on the fly.

## RESULTS

The amount of time it takes to introduce new analytical capabilities has been drastically reduced. Analysts are now able to answer new business questions in days instead of weeks.

The technology team is able to more quickly integrate data by rapidly prototyping new data feeds, using Magpie’s profiling capabilities to understand the content of data quickly, and building pipelines all in one integrated environment.

The IT organization can now reduce costs by storing large-scale data in lower cost storage used by Magpie instead of the data warehouse.

## BOTTOM LINE

By using Magpie, CARFAX was able to set up a central hub for analytics and drastically reduce time to insight without investing tons of time, money, or technical resources to get productive.

## REQUEST A DEMO

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