



Simplifying Big Data for



## EXECUTIVE SUMMARY

LG Electronics, one of the world's largest consumer electronics and appliance manufacturers, had been experiencing a huge data growth due to their connected devices (smartTV, mobile phones, pads, etc). The responsibility to process and analyze this growing data fell upon their data mining team. Unfortunately, the team resources did not grow in conjunction with the data growth. So they decided to call NFLabs and use Peloton. Using Peloton they were able to analyze the data that same day, without any additional consulting or system integrations.

### Same day

vs. weeks/months to  
integrate and analyze

### Zero Code

No need to learn map  
reduce or other tech

### Direct from S3

No need to move data  
from one place to another

## WHY LG USED PELOTON

To use their current DB2 infrastructure required heavy data pre-processing and ETL tasks that would have required multiple resources and time. They could have also used a Hadoop system deployed by one of the many vendors. But this required learning map-reduce, implementing complex work flows, and integrating 3<sup>rd</sup> party BI tools. In addition, because Peloton run seamlessly on Amazon AWS, LG did not have to move their data from S3.

## HOW PELOTON EMPOWERS LG

For LG data mining team, Hadoop was a great match as it provided a platform to analyze structured and unstructured data. But learning map reduce or any new technology was not an option as they needed to analyze the streams of data now. Using Peloton, they can leverage the power of Hadoop while writing their algorithms in their preferred languages.

*"It did exactly what we needed. It was easy, simple, and fast."*