

A THEME PARK'S LATEST RIDE: "OPTIMIZING DATA MANAGEMENT"



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\$1M

saved on licensing fees

The Customer



A major theme park and entertainment company with locations worldwide.

The Theme Park's Challenge

A major theme park (MTP) decided to undertake the enormous challenge of customizing its customer experience. Their goal was to enable parents to get as much joy and laughter as their kids—while also enjoying some well-deserved relaxation and rejuvenation.

For instance, they would be able to use a single wristband to access all features of the theme park and even plan out their rides so they wouldn't have to waste time waiting in line.

To support their goals, MTP had to completely rethink its digital infrastructure, and this was part of a five-year project. When they engaged Prolifics' services, they were already around year three. MTP had two essential questions:

- Were they doing things right? In other words, was their approach up to industry standards?
- Were their vendors providing optimal solutions?

Collecting and analyzing the massive amounts of data associated with custom-designing the experiences of individual visitors requires a well-orchestrated digital infrastructure.

Prolifics was brought in to take a harder look at the database and analytics platforms the theme park was currently using. The objective was to see if MTP was getting adequate ROI—and how they could further optimize performance.

How Prolifics Met MTP's Challenges

Prolifics examined MTP's current infrastructure and pinpointed specific ways for them to get more while spending less.

Looking at MTP's Current Resources

MTP had been using Teradata, which consists of a massive box of tools. Teradata, for many businesses, is a central repository of data and data management processes. It's used for standard reporting, business intelligence, and advanced analytics. MTP was also using Business Objects, and SAS was their platform of choice for business analytics.

Step one for Prolifics was to ensure MTP was using the right technology and leveraging it correctly. To get the job done, Prolifics engaged in text mining using semantic analysis to understand how customer data was being processed within MTP's existing system.

Semantic Analysis to Optimize Data Management

Prolifics went about examining the scripting languages being implemented in each of MTP's platforms, using semantic analysis to understand which resources were doing most of the heavy lifting. Semantic analysis begins with an acknowledgment of the languages used in each solution. Business Objects, for example, has its own language but it also embeds a lot of SQL—as does Teradata—and SAS uses base SAS.

Using semantic analysis, Prolifics was able to examine how the data was moving throughout the different components of MTP's solution. This revealed how each resource was being used.

The Discovery: MTP Needed to Balance Its Use of Resources

Prolifics' semantic analysis revealed that MTP was underutilizing Teradata—despite its high cost—and doing all of their heavy-lifting in Business Objects and SAS. As a result, Teradata was doing little to no heavy lifting while consuming considerable funds.

On the other hand, the Business Objects platform was handling the majority of their data work. Consequently, Business Objects was costing MTP more and more money because it had to handle the bulk of the workload, while Teradata wasn't being leveraged for that work at all. SAS was doing something similar pulling in all the data they needed for what they wanted to do, resulting in exorbitant SAS licensing fees.

How Prolifics Saved MTP Money

Prolifics' next move was to ensure MTP was getting the most of their investments by balancing the workload between Teradata, Business Objects, and SAS.

- *Balancing the Business Objects/Teradata Workload*

The Business Objects farm consisted of an ever-expanding, expensive inventory of hardware. MTP had to grow this hardware infrastructure because massive amounts of SQL data were being pulled in and processed. This was costing them a significant amount of money.

Prolifics came up with a more efficient solution: Reengineer the infrastructure in a way that allowed Teradata to do more work, reducing the workload performed in Business Objects. In this way, MTP would see a better return on their investment in Teradata and no longer have to build out their Business Objects hardware in perpetuity.

- *Balancing the SAS/Teradata Workload*

Prolifics identified several advanced algorithms that had been running in SAS that could instead be executed in Teradata. In that way, SAS only had to handle what had to be executed in that platform, allowing it to be kept smaller. This, in turn, enabled MTP to invest less money in SAS licensing fees.

Prolifics Provides Proof

Naturally, MTP wanted to see proof of the efficacy of Prolifics' solution, so Prolifics showed them:

- How the flow of SQL data between platforms was optimized
- An advanced SAS algorithm being run within Teradata, allowing SAS to only pull in the resultant sets it needed to do its work



The Result: Prolifics Optimizes MTP's Investments

Prolifics reengineered the infrastructure to balance the workloads – this ensured the theme park was getting the most from its investment. The results included a savings of \$1 million just on one licensing fee, in addition to other financial benefits.

MTP will now have the data infrastructure for the research and analytics necessary to customize its guests' experiences, ultimately resulting in a better overall customer experience for guests of all ages.

The objective perspective Prolifics provided MTP – and all clients – has a tangible ROI of its own. When platform vendors deal with customers, some vendors may want their customer's IT team to use their platform as much as possible – even if it's not the most cost-effective solution. Because Prolifics understands all platforms and how they can work together, our clients get an objective, effective solution.



\$1M

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How much could you save?

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Prolifics[®]

Prolifics is a digital engineering and consulting firm helping clients navigate and accelerate their digital transformation journeys. We deliver relevant outcomes using our systematic approach to rapid, enterprise-grade continuous innovation. We treat our digital deliverables like a customized product – using agile practices to deliver immediate and ongoing increases in value.

We provide consulting, engineering and managed services for all our practice areas – Data & AI, Integration & Applications, Business Automation, DevXOps, Test Automation, and Cybersecurity – at any point our clients need them.

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