

# Case Study

## CDI Corporation

### THE CUSTOMER

CDI Corporation is a privately-held multinational company providing engineering, information technology and staffing services to clients in a range of industries including energy, chemical, aerospace, defense, transportation and financial services.

### The CHALLENGE

Client had been into the modernization journey of re-engineering its consumer technology platform onto distributed architecture, big data processing, and transformation of legacy logic onto distributed platforms

### The PROCESS & SOLUTION

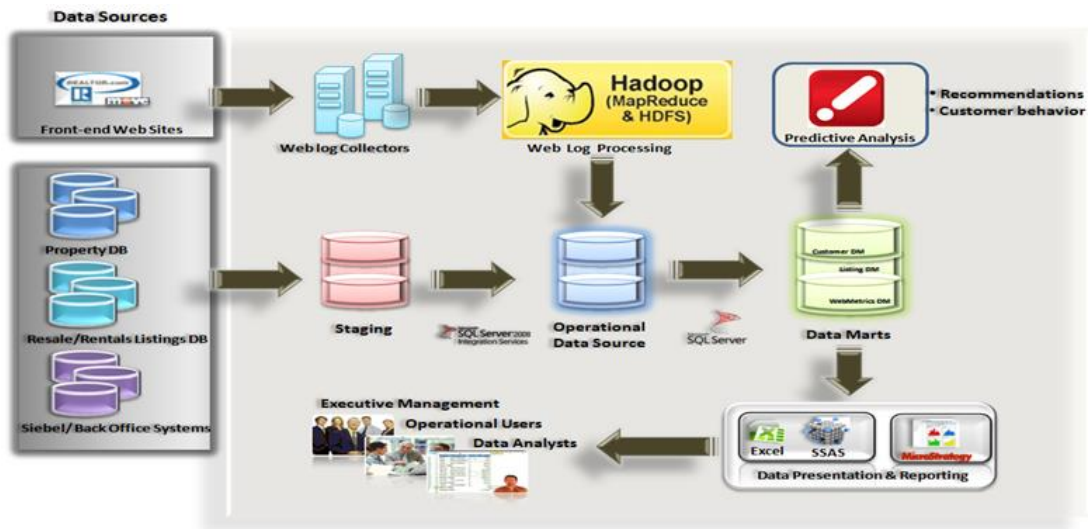
- Designed, developed, and implemented a real time data, integration, and cognitive fabric using Big Data technologies such as Hadoop, Spark, HBase.
- Designed solution and developed Hadoop/Spark environments integration with analytic platforms, Enterprise Information Management (EIM), and Data Warehouse (DW) platform.
- Formulated approaches and gathered data to solve business problems, developed conclusions and presented solutions through formal deliverables.

#### About Cogent Infotech

Founded in 2003, Cogent Infotech is a trusted, award-winning firm with **21+ years** of experience, **150+** government contracts, **10,000+** projects, and a 96% employee retention rate. Recognized as an SBA Small Business and MBE-certified, we deliver excellence through diverse talent, AI-driven recruitment, and cooperative contracts like NASPO Value Point and TIPS-USA.



# Solution Design



## THE IMPACT

- A cost effective solution was provided by leveraging distributed capabilities of Hadoop as compared to high-cost full-blown platform migration.
- Improved quality and accuracy of data.
- Traceability/predictability of customer behavior is helping to target individuals with customized products and services.
- Effective reporting equipped with dashboards and customer trend analysis
- Single source of integrated data across enterprise Predictive analysis of customer behavior is helping marketing teams to position the right set of products and services

## Tech Stack

- Hadoop,
- Spark,
- HBase
- Enterprise Information Management (EIM),
- and Data Warehouse (DW) platform