S&P 500 Financial Services Company increased Time to Insights by over 50% with Couchbase Analytics

Introduction

This case study of a S&P 500 financial services company is based on a September 2021 survey of Couchbase customers by TechValidate, a 3rd-party research service. The profiled company asked to have their name blinded to protect their confidentiality.

Challenges

Challenges they were facing prior to using Couchbase Analytics:
- Too much time and resources spent on JSON data for ETL
- JSON analytical capabilities they used prior to Couchbase Analytics:
  - Oracle

Use Case

The key features and functionalities of Couchbase that the surveyed company uses:
- Core use case(s) for Couchbase Analytics:
  - Customer 360
  - User Profile & Logging
  - Financial computations
- Other analytics platforms they use with Couchbase Analytics:
  - Google Big Query
  - Business Intelligence/Data Visualization tools they are using:
    - Cognos

Results

The surveyed company achieved the following results with Couchbase:
- How they rated the following benefits since working with Couchbase Analytics:
  - Lowered total cost of ownership: 75-100%
  - Faster analytic query performance: up to 25%
  - Increased operational efficiency: 75-100%
  - Improved Time to Insights: 50-74%