

# COX AUTOMOTIVE GAINS BIG DATA HORSEPOWER WITH RED HAT STORAGE

COX AUTOMOTIVE™

[www.coxautoinc.com](http://www.coxautoinc.com)

## AUTOMOTIVE INDUSTRY

### SOFTWARE AND SERVICES

Red Hat® Gluster Storage

Red Hat Enterprise Linux®

Red Hat Enterprise Virtualization

### CHALLENGE

- Make data from user interactions available to business groups across 25 brands
- Gain insight into customer behavior by combining massive volumes of data from multiple sources
- Generate analytics to improve understanding of customer preferences

### SOLUTION

- Created an architecture using Red Hat Enterprise Linux, Red Hat Enterprise Virtualization, and Red Hat Gluster Storage to meet big data needs
- Implemented Red Hat Gluster Storage to store large volumes of unstructured data
- Deployed Red Hat Enterprise Virtualization to achieve performance and scalability at the lowest total cost of ownership (TCO)
- Built an Apache Hadoop cluster to support big data analysis and mining

### BENEFITS

- Gained cost-effective, scalable storage for increasingly large amounts of data generated by multiple systems
- Created a centralized repository for big data analysis
- Achieved greater insight from customer interactions with Cox brands' websites to deliver a more relevant experience



*“We’re doing a great job providing information for our customers. The Red Hat technologies we use are essential to our success.”*

JEFF WARD  
SENIOR MANAGER, COX AUTOMOTIVE



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