

Meloche

Analytics That Scale
Sun and SAS Have the Solution



A Sun and SAS Success Story

Groupe Meloche Monnex

Industry

- Home and Auto Insurance

Customer Spotlight

TD Meloche Monnex Group (Meloche)

Industry Challenges

- Speed to market
- Ability to offer competitive services that meet consumer needs
- Increase customer retention with pre-emptive offerings

Challenges with previous environment

- Ability to serve more than one user at a time
- Increase the level of analytic sophistication
- Lower the per-user costs
- Improve performance throughput

SAS Solution

Improves performance through:

- Insight into vast amounts of data
- Advanced analytics
- Business intelligence applications
- Comprehensive enterprise intelligence platform

Sun Solution

- Sun Fire™ X4200 Server
- AMD Opteron™ Processors
- Solaris™ 10 Operating System
- Capable of compute-intensive scalability

Solution Results

- High-speed processing of millions of records
- Increased sophistication of analytics
- Vast improvement in throughput based on benchmark results
- Scalability to meet expanding number of users

URL Reference

To learn more about Sun Microsystems and SAS Institute, please visit sun.com/sas and www.sas.com.

"We needed to scale our enterprise mining capabilities across multiple users while lowering the per-user cost. At the same time, we wanted significant improvement in the data mining throughput performance. The SAS 9 solution running on the Sun x64 AMD-based platform was the answer."

Cristian Mircescu

Technical Architect
TD Meloche Monnex Group

Pre-emptive strikes help ensure customer retention

As the largest direct-response home and auto insurer in Canada, TD Meloche Monnex Group (Meloche) must respond quickly to industry changes. Meloche understands the value of superior quality customer service and the competitive advantages that can be realized by anticipating the consumer's needs – before they're even aware of them.

To address this challenge, Meloche turned to trusted advisors Sun Microsystems and SAS and asked them to improve the performance of the company's analytics solution while reducing total cost of ownership. Technology experts from the Sun Solution Center for SAS Competency worked side-by-side with technology leaders from Meloche to size, configure, architect, and tune a complete, robust solution.

The integrated solution from Sun and SAS empowers multiple, simultaneous users with information pulled from numerous systems and sources. Meloche analysts can now segment customer data quickly, use advanced mining tools to build innovative models in real time, and bring new services to market faster.

Server performance drives the innovation process

Meloche wanted to leverage the digital data available from across the enterprise to significantly improve the level of analytic sophistication. The first step in architecting the new solution required moving from a single (PC-based) user environment to a multi-user server-based solution.

Sun and SAS delivered a highly secure, integrated offering that met the needs for sophistication, performance, and scalability, while significantly lowering the total costs of ownership over the previous per-user (PC-based) solution.

Once implemented, the Sun Fire X4200 server, running the Solaris 10 operating system, delivered an increased capability and improved performance. "In benchmark testing, the x64-based processor provided CPU throughput that was three to four times faster than the previous environment," said Mr. Mircescu.

Server versus per-user dynamics

SAS, a leader in business intelligence software and services, was the software platform of choice for Meloche. “We knew we wanted to get more from our SAS application, but we needed a more competitive pricing model,” said Mr. Mircescu. “When we started the project, SAS offered a pricing model for the Sun x64-based architecture that met our requirements.”

Resources from the Sun Solution Center for SAS Competency provided in-depth support both pre and post sales. “The two companies were extremely helpful during the proof of concept and benchmarking processes.”

The Sun Fire X4200 server offers Meloche both growth potential and speed. The processor has been industry recognized for performance levels that are up to 45 percent faster than Xeon 5160-based servers from Dell, IBM, and HP. The Sun Fire X4200 server offers best-in-class system performance, enterprise class reliability, energy efficiencies, expandability, simplified system management, and lower overall operational costs.

About the Sun Solution Center for SAS Competency

The Sun Solution Centers offer customers a unique, collaborative environment for evaluating and assessing technology solutions to complex business problems. Customers drive all Sun Solution Center engagements jointly with Sun Solution Center staff.

The Centers provide such activities as:

- Executive Briefings
- Needs Assessment
- Architecture Design/Workshop
- Proof-of-Concept
- Solution Prototyping
- SAS-Specific Competency (Sizing, Consulting)
- Performance
- Tuning and Scalability Testing; Utility Computing Consulting
- Competitive System Pricing Models
- High Performance Computing Benchmarks
- Performance Tuning & Scalability Tests

During an engagement, customers work with Sun and SAS experts to design and test prototype solutions built on joint technologies. Together these groups develop system architectures, build working prototypes, conduct tests, and solve problems. By sharing knowledge and best practices, participants create technology solutions that really work. Customers gain a practical understanding of their technology problem and solution that reduces risk and significantly speeds implementation time.