



## FANATICS CHOOSES MICROSTRATEGY TO EMPOWER BUSINESS USERS

**Fanatics** is the largest online retailer of officially licensed sports apparel and merchandise with over \$1 billion in revenue every year. Headquartered in Jacksonville, Florida, the company powers e-commerce sites for major professional sports leagues including the NFL, MLB, NHL, NBA, NASCAR, and PGA. It also operates e-commerce sites for leading media brands including NBC Sports, CBS Sports, and FOX Sports.

### The Challenge: Make sense of millions of data points.

Fanatics collects a tremendous volume and variety of data. In addition to the data generated from handling over 30 million orders per year, the company collects web traffic and clickstream data from over 250 million annual website visits. They also source data from social media analytics, real-time event results, and news when making business decisions. Fanatics' legacy reporting system was based in Excel. They faced issues with scalability, usability, and adoption, and sought to implement a modern analytics platform capable of supporting self-service data discovery. Their goal was to empower more business users to make data-driven decisions and more effectively operationalize real-time data via a cloud platform.

### The Solution: Harness MicroStrategy and AWS to extract value from data.

Fanatics modernized their BI capabilities by tapping into a powerful combination of Amazon Web Services (AWS) cloud technology and MicroStrategy. First, the company moved data storage to the cloud using Amazon Redshift as the primary data warehouse. Next, they chose to deploy MicroStrategy because it could support comprehensive BI capabilities while delivering self-service functionality and stringent security requirements. "Because our executives use [the analytics], it has to be secure. The reason for using MicroStrategy for real-time reporting was that we could actually secure it. MicroStrategy has amazing security constructs," said Amit Jain, Senior Manager of Business Intelligence at Fanatics.

Additionally, the MicroStrategy Cloud Platform on AWS offered powerful suite of administrative tools that—when combined with the elasticity of the cloud—enabled Fanatics to automate repetitive tasks and scale up or down at a moment's notice. When consumer demand fluctuates around holidays, the retail business can easily



#### Company

Fanatics

#### Applications

Enterprise Analytics

*"You will see a lot of marketing [teams] and executives making key decisions purely based off of data. And it is not just putting the right data in their hands, but the agility at which we [generate] this data – and MicroStrategy played a huge role."*

—Ramana Thumu  
VP of Engineering, Fanatics

*“The ability to look at sales down to a minute [is] enabled by what I would call this almost near real-time reporting that we have developed through MicroStrategy.”*

—**Gayle Pigatto**  
VP Business Analytics  
and Strategy, Fanatics

## The transformation

### Before MicroStrategy

- Reporting limited to Excel
- Users lacked drill-down capabilities provided by interactive dashboards
- Existing data environment lacked scalability

### BI Goals

- Deploy a scalable cloud-based analytics environment
- Extend data access to business users
- Harness real-time data

### After MicroStrategy

- Fanatics can scale up or down on demand
- Business users answer their own questions with self-service tools
- Fanatics uses real-time insights to anticipate spikes in demand

add or remove nodes to meet projected demand and control costs. Shortly thereafter, Fanatics deployed a Hadoop distribution to help manage and process 500 terabytes of unstructured log data, which they analyze using MicroStrategy.

### What's next?

Fanatics plans to deploy MicroStrategy to more teams and continue to drive adoption across the business. Since launching the project in 2014, Fanatics has expanded their MicroStrategy implementation from 10 licenses to over 500 active users and deployed applications for data discovery, real-time reporting, and predictive analytics. With seven large in-memory cubes averaging 100 million rows, business users can continue to drill down to the most granular level of data within seconds—helping them find answers fast. According to Jain, decision-makers at Fanatics “actually started spending their time in analyzing data versus creating it, massaging it.”

With the MicroStrategy Cloud Platform, Fanatics continues to run thousands of analytical queries every day, share reports with hundreds of employees in an instant, and provide tools to tap into real-time data. For example, the public relations team can now quickly identify which athletes are generating the most sales and pinpoint top-selling jerseys—a process that used to involve emailing back and forth between departments.

**Ready to learn more?**

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