

CLOUdera

AI Anywhere.
Cloud Anywhere.
Data Anywhere.

See Cloudera AI in Action.



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Foreword

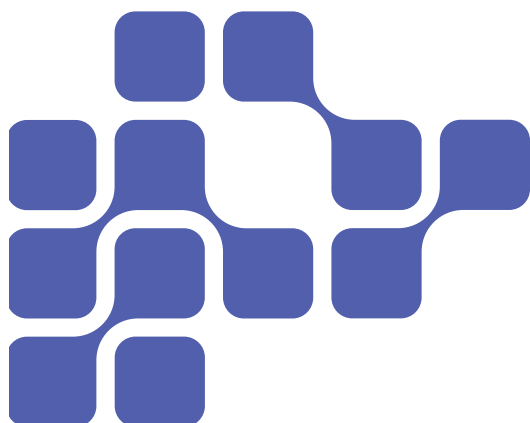
I'm delighted to share that Cloudera was named a Leader in the IDC Asia/Pacific MarketScape for Unified AI Platforms 2025 vendor assessment.

This recognition validates our unique ability to help enterprises meet the dual challenge of accelerating innovation and ensuring trust and compliance. IDC specifically cited our strength in robust hybrid and on-premises deployment, which integrates generative AI with enterprise-grade governance and security. This capability is essential for highly regulated sectors to scale AI responsibly.

In light of this recognition, we've compiled several Customer Success stories highlighting how organizations are leveraging Cloudera to scale AI and drive high-value use cases for their businesses.

We are committed to being your trusted partner in providing the most complete AI and data platform for your business.

Sincerely,
Remus Lim
Senior Vice President, Cloudera Asia Pacific



“Cloudera delivers a comprehensive enterprise data and AI platform that integrates modern GenAI advancements with robust core governance, security, and operational features. The company’s platform is designed to address the demands of organizations scaling responsible AI, LLMs, and agentic workflows within highly regulated or complex environments.”

IDC MarketScape: Asia/Pacific Unified AI Platforms
2025 Vendor Assessment

Surjyadeb Goswami, Deepika Giri, Daeil Chun & Swapnil Shende



Cloudera Recognised as a Leader in the IDC Asia/Pacific MarketScape for Unified AI Platforms 2025 Vendor Assessment

This recognition highlights the company's strength in governance, security, and innovation

Singapore—September 12, 2025: Cloudera, the only company bringing AI to data anywhere, announced today that it has been named a Leader in the IDC Asia/Pacific MarketScape for Unified AI Platforms 2025 vendor assessment. IDC highlighted Cloudera's ability to deliver a comprehensive platform that integrates the latest generative AI and agentic workflows with enterprise-grade governance, security, and operational features.

“Being named a leader by IDC is a milestone that validates our vision of bringing AI to data anywhere,” said Remus Lim, Senior Vice President for Asia Pacific and Japan at Cloudera. “Enterprises today face the dual challenge of accelerating innovation while ensuring trust and compliance. Cloudera is uniquely positioned to help them achieve both, delivering the transparency, security, and scalability they need to responsibly adopt generative and agentic AI at scale.”

Cloudera's platform is built to help organizations scale responsible AI in highly regulated and complex environments, supporting industries such as financial services, telecom, healthcare, and government. IDC noted Cloudera's strengths in:

- **Governance and Security:** Robust frameworks with fine-grained policies audit trails, and compliance alignment
- **Operational AI & Agentic Workflows:** End-to-end capabilities spanning data engineering, MLOps/LLMOps, generative AI orchestration, and agentic workflows with built-in observability
- **Innovation & Ecosystem:** Expanded capabilities through strategic acquisitions (Verta, Octopai, Taikun) and strategic partnerships with NVIDIA, Cohere, Anthropic, Mistral, AWS (Bedrock), Dell Technologies, and CrewAI
- **Accessibility:** Low-code/no-code AI Studios enabling both technical and business users to build, deploy, and manage AI faster

Every enterprise is under pressure to harness AI without compromising trust, security, or compliance. From financial institutions safeguarding sensitive data to healthcare providers deploying AI responsibly, organizations need a platform that balances speed with control. IDC’s recognition signals that Cloudera is one of the top choices to deliver that balance.

Cloudera continues to invest heavily in R&D, with nearly half its global workforce dedicated to engineering. This recognition follows a period of rapid innovation for the company, including the launch of Cloudera AI Workbench for building and deploying AI agents, Cloudera AI Inference for cost-efficient GenAI at scale, and expanded governance capabilities to ensure compliance and transparency across the AI lifecycle. Strategic acquisitions including Verta (operational AI), Octopai (automated data lineage), and Taikun (cloud-native infrastructure management) have further accelerated Cloudera’s ability to deliver AI to data anywhere.

The IDC MarketScape evaluates vendors on both capabilities and strategies, providing enterprises with a comprehensive view of the rapidly evolving AI platform market. The full report is available at www.cloudera.com/campaign/icd-marketscape-asia-pacific-unified-ai-platforms-2025-vendor-assessment.html or scan the QR code below.



Download the report

Allianz modernized its fragmented infrastructure by migrating to a scalable hybrid cloud in just four months with zero downtime. This transformation established a “Future Cloud Platform” to ensure regulatory compliance while enabling real-time predictive analytics. Consequently, Allianz now leverages AI-driven alerts for proactive risk mitigation, enhancing customer protection against natural disasters.

Background/Opportunities

- Legacy Fragmentation: The previous data landscape was fragmented, requiring urgent modernisation to achieve “speed to scale”.
- Customer Promise: Strategy centered on “Care You Can Count On,” shifting from reactive claims to proactive risk mitigation.
- Sovereignty & Compliance: Opportunity to create a “Future Cloud Platform” to ensure domestic data management and meet regulatory standards.
- AI Governance: Critical need to balance rapid AI adoption with strict ethical and regulatory frameworks.

Business Outcomes

- Migration Velocity: Achieved a zero-downtime migration to the cloud in just four months (previously 12–18 months).
- Real-Time Capability: Unlocked real-time data processing and external data integration previously impossible on-premise.
- Self-Service Model: Empowered business users to access data and build models without relying on IT.
- Data Harmonisation: Established a common, harmonised platform that is “ready for AI” and speeds up use case building.

Use Cases

- Incident Prevention: AI-driven alerts for bushfires, floods, and severe winds to prevent property damage.
- Predictive Analytics: Integrating internal operational data with live weather, geographic details, and public images.
- Secure Boundaries: Deploying a “Future Cloud Platform” (private cloud within public cloud) for sensitive workloads.
- Value Framework: Using a prioritisation framework to select AI use cases based on business value vs. implementation complexity.

“With the cloud platform, we brought it together. We enabled self-service so business users could access data and build their own models without relying entirely on our team.

We did it in four months with zero downtime. It was a great achievement.”

VINOD SUKUMARAN,
Head of Business Intelligence
and Data Technology,
Allianz Technology



Country:
Indonesia

Industry:
Banking

Platform:
Cloudera on premises

Bank Central Asia (BCA), Indonesia’s largest privately owned bank, handles millions of daily transactions. The bank sought a solution to replace its legacy data management systems, which took days to process queries. BCA required a modern platform to gain a timely, holistic view of its customers and support its deep-rooted customer-centric culture.

Background/Opportunities

- Legacy Bottlenecks: Previous systems required days to analyse transactions, hindering real-time customer insights and responsiveness
- Technological Growth: BCA served over 33 million customers by 2024, necessitating a scalable infrastructure to manage massive data volumes
- Market Shift: The rise in digital and contactless services in Indonesia created an opportunity to innovate through hybrid cloud and open-source data platforms

Business Outcomes

- Operational Velocity: Query times were slashed from several days to hours or even minutes, enabling near real-time decision-making
- Enhanced Profitability: Modernised ML infrastructure and automated MLOps practices accelerated development and drove extraordinary business growth
- Technical Leadership: BCA earned the 2025 Cloudera Data Impact Award for successfully transforming manual, VM-based workflows into a scalable, centrally governed platform

Use Cases

- Customer Analytics: Aggregating structured and unstructured data from emails and call centres to provide personalised offerings
- Fraud Detection: Leveraging the platform to identify data pattern anomalies and prevent fraudulent transactions, enhancing security for consumers
- MLOps Implementation: Using Cloudera AI Workbench and Registry to embed automated pipelines for model versioning, monitoring, and continuous retraining

“At BCA, our vision was clear: to proactively modernise our infrastructure and overcome the constraints of fragmented VM deployments. Leveraging Cloudera AI, we’ve successfully built a robust, automated, and governed ML platform. This strategic achievement allows us to accelerate innovation, optimise costs, and unlock significant new business opportunities at scale for our customers and our organisation.”

ADHITYA BHASWAR,
Vice President of Data Management,
BCA



Country:
Indonesia

Industry:
Financial
Services

Platform:
Cloudera on premises
Cloudera on AWS

Indonesia's largest financial institution, using Cloudera to enhance real-time processing, ensure financial stability, and deliver seamless customer service.

Background/Opportunities

- The bank faced growing customer risks and legacy IT limits for unstructured data
- To respond, it built an Enterprise Information & Decision Platform (EIDP) on Cloudera for real-time risk mitigation and decision-making

Business Outcomes

- Financial Stability: Maintained liquidity above safety levels, avoiding IDR15 trillion (USD 1B) in potential losses
- Operational Continuity: Reduced loan approval time from 5 days to 1
- Customer Experience: Prevented potential weekly branch losses of IDR105B (USD 7.3M) by proactively managing branch operations

Use Cases

- Monitor real-time liquidity risk
- Ensure employee health & branch continuity
- Deliver seamless branch-level experiences

“Cloudera’s data platform supports Bank Mandiri’s digital transformation. The platform allows us to gain data-driven insights to adapt to changing situations quickly. At the same time, we can best care for and service our customers and our tens of thousands of employees in terms of the virus exposure.”

BILLIE SETIAWAN,
Head of Enterprise Data Management
at Bank Mandiri





Country:
Indonesia

Industry:
Financial
Services

Platform:
Cloudera Base on premises

BNI partnered with Cloudera to modernize data management, improve storage efficiency, and enhance credit card offerings—delivering significant cost savings, compliance benefits, and better customer experiences.

Background/Opportunities

- Faced intense competition from 1,700+ banks in Indonesia
- Needed to unify data silos in business and retail banking
- Required better visibility into credit card usage for risk and cross-selling

Business Outcomes

- Cost Savings: Reduced annual data storage costs by IDR 3B (USD 209K)
- Regulatory Compliance: Avoided up to IDR 10B (USD 698K) in fines.
- Customer Growth: Identified 2,500+ cross-sell customers, with over 50% accepting new products
- Digital Innovation: Launched mobile app features for credit card transactions, improving convenience and security

Use Cases

- Modernized data platform to optimize storage and analytics
- Generative AI exploration for regulatory-compliant personalization
- Enhanced credit card monitoring and customer engagement

“Cloudera has become the backbone of our AI journey. With Cloudera’s AI Inference technology powered by NVIDIA, we can securely run generative AI within our own environment, giving us full control over our data while delivering smarter, more personalized services to our customers.”

BILLIE SETIAWAN,
Head of AI & Data Analytics (CDAO),
Bank Negara Indonesia (BNI)

Bank Syariah Indonesia, more commonly known as BSI, is a state-owned Islamic bank based in Jakarta. BSI is the result of a February 2021 merger of three Islamic banks, and as of 2024, it is one of the largest Islamic banks in terms of customer numbers. As of 2024, BSI boasts revenue exceeding \$1.2 billion USD and utilises Cloudera for its critical data operations.

Background/Opportunities

- **Modernisation:** BSI needed to evolve to meet shifting customer data demands
- **Merger Challenges:** The 2021 merger created data duplication and operational inefficiencies
- **Unified Vision:** The bank required a “single source of truth” to integrate disparate sources
- **Cloudera Solution:** Implementing Cloudera enabled BSI to resolve redundancies and achieve its critical data goals

Business Outcomes

- **Data Consolidation:** Transformed BSI’s disparate systems into a single, accurate source of truth for better decision-making
- **Enhanced Analytics:** Leveraged data for key use cases, including fraud detection and customer personalisation
- **Financial Impact:** Enabled automated reporting and dashboards, directly contributing to a 22.8% growth in net profit in 2024

Use Cases

- **Data Unification:** Consolidated disparate legacy systems into a single source of truth for accurate, informed decision-making
- **Fraud Detection:** Leveraged analytics to identify suspicious patterns and strengthen organisational security
- **Customer Personalisation:** Used integrated insights to deliver tailored banking experiences and improve retention
- **Automated BI:** Developed real-time dashboards to identify growth opportunities, directly contributing to a 22.8% net profit increase in 2024

“This is where our partnership with Cloudera became highly strategic. We began our data journey with a simple infrastructure, but have now completely transformed it with Cloudera.”

ANDY NUGROHO,
SVP Data & Decision Management,
Bank Syariah Indonesia



As the central bank of Thailand, the BOT is responsible for ensuring economic stability. To support its Regulatory Data Transformation (RDT) programme, the bank needed to manage a vast repository of monthly loan-level data. The BOT sought a solution to democratise data access, as the complexity of traditional SQL coding had created bottlenecks, preventing non-technical analysts from extracting critical economic insights efficiently.

Background/Opportunities

- **Enormous Data Scale:** Managing over 1,000 fields and 25 million loan accounts monthly within a new comprehensive data repository
- **Technical Barriers:** Traditional data analysis required specialised SQL skills, limiting access to insights for many economists and examiners
- **Economic Resilience:** The opportunity to proactively identify emerging financial risks and foster investor confidence through deeper, data-driven credit landscape views

Business Outcomes

- **Democratised Access:** Natural language processing capabilities lowered technical barriers, allowing non-coders to explore and analyse complex datasets independently
- **Improved Policy Making:** Faster access to insights led to more informed monetary policies, enhanced risk management, and more accurate stress-test evaluations
- **Workforce Efficiency:** Over 100 examiners were upskilled, significantly reducing the time and resources required for data analysis across the entire organisation

Use Cases

- **SQL Coding Copilot:** Developing an AI tool that translates natural language questions into SQL code to retrieve data from the lakehouse
- **RDT Copilot Family:** Using “Metadata Copilot” and “Brainstormer” features to help users navigate thousands of fields and break down complex analytic tasks
- **Regulatory Compliance:** Integrating AI tools with internal knowledge bases to provide examiners with quick, accurate answers regarding potential areas of non-compliance

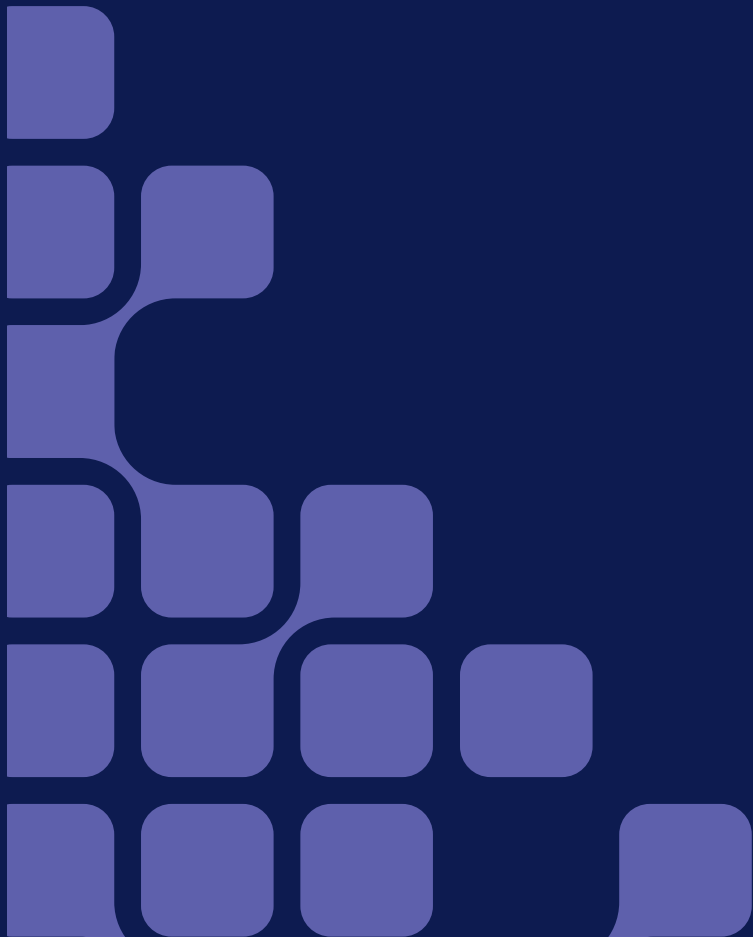
“Our vision is to create a truly data-driven culture, where every decision is informed by accurate and timely insights. Cloudera is a key enabler in this journey, helping us to manage and analyse our data more effectively. As we continue to innovate, we aim to make data even more accessible and actionable for all our employees.”

DR. ART CHAOVALITWONGSE,
Head of Data Management & Analytics,
Bank of Thailand

“Key differentiators include low-code/no-code AI Studios for both data scientists and business users, integrated model registries with automated deployment and observability, and an Agent Studio for building and managing intelligent workflows. The platform also offers enterprise-grade governance with audit trails and fine-grained policies, robust security aligned with major standards, and global readiness through multi-region support, UTF-8 compatibility, and curated training programs.”

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The Hospital Authority (HA) of Hong Kong manages 43 hospitals and millions of patient records. During the COVID-19 pandemic, the HA required a more robust and streamlined data storage solution to consolidate over 130 terabytes of structured and unstructured data. They sought a reliable platform to identify operational bottlenecks and provide physicians with the most current patient information.

Background/Opportunities

- Massive Data Volume: Managing over 9 million patient records and 30 disparate data source systems
- Pandemic Pressure: The 2020 health crisis highlighted the urgent need for expanded storage and faster data processing
- Regional Longevity: Supporting a population with some of the world's longest life expectancies through data-driven healthcare governance

Business Outcomes

- Reduced Wait Times: A&E admission wait times of four hours or more dropped from 12% in 2022 to 3% by late 2024
- Infrastructure Reliability: Successfully established a critical disaster recovery site, ensuring high availability for essential medical services
- Operational Efficiency: Streamlined patient admission and discharge procedures via a new centralised Hospital Command Centre

Use Cases

- Smart Patient Listing: Clinicians utilise integrated IT systems to perform targeted treatments based on specific, real-time patient conditions
- AIDA Platform: Built an "AI and Data Analytics" platform to support AI model development and data-driven business cases
- Clinical Monitoring: Implementing an Antibiotics Stewardship Programme to track individual prescriptions and prevent medication misuse across hospitals

"Cloudera helps in data management for both structured and unstructured data. As one of the most critical infrastructures, we have set up our disaster recovery site in the past few years. We found that Cloudera is a very reliable platform."

ERIC HO,
Senior Systems Manager
Hospital Authority



Country:
Indonesia

Industry:
Telecom

Platform:
Cloudera on AWS

iForte uses Cloudera on AWS and Cloudera AI to enhance its data analytics, improving the order-to-cash cycle and business monitoring. This cloud-based platform and real-time insights have driven significant improvements in operational efficiency and financial visibility.

Background/Opportunities

- Inefficient manual processes delaying decisions
- Need for scalable, flexible data management solutions
- Challenges in establishing robust data governance
- Difficulties in fostering cross-functional collaboration to share insights and best practices

Architecture & Products

- Cloudera on AWS
- Cloudera AI (CML)
- Cloudera Data Hub

Partners

- AWS



Highlights

- **Cloud-Based Architecture:** iForte adopted Cloudera on AWS for the scalability and flexibility needed to handle large datasets and support business growth
- **Rapid Data Integration:** The company used tools like Talend, Apache Spark, and Microsoft Power BI to rapidly integrate, process, and visualize data, cutting processing time from days to just one hour
- **Enhanced Data Governance:** iForte improved its data governance framework, leading to better data quality, utilization, and more informed, real-time decision-making

“Cloudera is crucial for our BI platform, enabling seamless data integration, management, and analytics. Its scalable infrastructure supports real-time insights and interactive dashboards, ensuring data-driven decision-making.”

CHANDRA APRELY,
VP BI & Data Analytics,
PT iForte



Kasikornbank (KBank), one of Thailand’s largest banks with 17 million customers, sought to become the “digital bank of the future”. Their existing data warehouse lacked the scalability to store long histories or support advanced machine learning. KBank required a modern platform to move beyond historical reporting and transition into predictive analytics, specifically to better assess customer creditworthiness and risk in real time.

Background/Opportunities

- Legacy Limitations: The previous system was restricted to two years of pre-aggregated data, preventing deep historical analysis
- Predictive Mission: KBank aimed to identify “credit hungry” but creditworthy applicants using machine learning rather than just looking at past month’s data
- Massive Scale: The bank processes seven million daily transactions and manages a 35-year data archive containing billions of records

Business Outcomes

- Significant Cost Savings: Expected to save US\$5 million over five years in printing and postal costs by moving to digital statements
- Efficiency Gains: Statement access time slashed from one week to seconds, dramatically improving the customer experience and regulatory response
- Revenue Impact: Decreased loan approval times and delivered highly targeted offers, driving increased engagement and faster account funding

Use Cases

- Automated Lending: Implementing a mobile-first lending system where targeted offers are sent via app and funds transferred within minutes of acceptance
- Advanced Fraud Detection: Using 12+ years of historical data to identify complex fraud patterns and reduce false positives for analysts
- Hybrid Cloud Strategy: Optimising workloads by running bursty tasks, like monthly email statement generation, on the cloud to manage idle capacity

“With Cloudera, we can store a deeper history and a greater variety of data than traditional data warehouse systems, and analyse and operationalise that data all within the same platform so we can be more accurate and understand our customers better and faster.”

TUL ROTESERE,
Deputy Managing Director,
KBTG



The Mongolian Tax Administration (MTA) is responsible for revenue collection and compliance for 3.5 million people. Previously, the agency struggled with fragmented data across disparate systems, leading to manual errors and slow reporting. They sought a centralised data and analytics platform to eliminate IT bottlenecks, improve data accuracy, and scale their infrastructure to support economic stability and growth.

Background/Opportunities

- **Fragmented Systems:** Lack of a centralised platform made it difficult to unify data for accurate taxpayer registries and analysis
- **Manual Inefficiency:** IT departments became bottlenecks, as manual data collection was time-consuming, inconsistent, and prone to formatting errors
- **Scalability Demands:** Growing data volumes exceeded legacy system capacities, hindering the ability to analyze large datasets effectively for national strategy

Business Outcomes

- **Accelerated Investigations:** Evasion investigations are now completed eight times faster due to streamlined, automated data processes
- **Improved Compliance:** Enhanced accuracy in tax compliance models has led to more proactive identification of issues and fairer audit outcomes
- **Infrastructure Efficiency:** The open data lakehouse architecture allows for large-scale data management and real-time updates without massive new infrastructure investments

Use Cases

- **Taxpayer Compliance Modeling:** Integrating Cloudera with machine learning tools to refine audit selection processes and identify patterns of non-compliance
- **Data Lifecycle Management:** Using a single platform for everything from initial ingestion and processing to advanced analytics and machine learning
- **Economic Forecasting:** Leveraging trusted insights from centralised data to support national economic stability and adopt international financial best practices

“A key reason why we chose Cloudera was its end-to-end, complete solution for data management and analytics. Cloudera covers all stages of the data lifecycle, from data ingestion and processing to analytics and machine learning, all within a single platform. This helps us ensure data governance, work more efficiently, and support more data and analytics use cases.”

ALTANKHUYAG.B,
Director of Information Technology
Centre of GDT



Country:
Singapore

Industry:
Financial
Services

Platform:
Cloudera on premises

OCBC partnered with Cloudera to use Generative AI and data platforms to transform compliance and customer engagement, reducing Source of Wealth (SoW) draft creation time by up to 50%.

Background/Opportunities

- Traditional SoW write-ups were manual, time-consuming, and inconsistent
- Needed stronger compliance, risk management, and customer trust
- Aimed to leverage AI/ML to modernize operations and scale adoption across the bank

Business Outcomes

- 50% Faster Onboarding: Reduced SoW draft creation time by 20–50%
- Stronger Compliance: Improved consistency and adherence to MAS guidelines
- Enhanced Data Access: Cut data retrieval from weeks to seconds
- Fraud Detection: Real-time streaming AI improved fraud prevention and customer engagement

Use Cases

- Generative AI for Source of Wealth (SoW) write-ups
- Fraud detection & compliance monitoring
- Broader AI adoption across financial services

“Cloudera Data Platform was instrumental in driving the success of our AI/ML capabilities by helping us to meet the evolving needs of those who bank with us. We are excited to work with Cloudera to make AI and data analytics more accessible to every person at OCBC Bank”

DONALD MACDONALD,
Head of Group Data Office,
OCBC Bank



READ THE
CASE STUDY



In partnership with Cloudera, PCSS modernized data management for Singapore’s public sector, reducing costs, improving operational efficiency, and enabling future-ready digital services.

Background/Opportunities

- Rising data volumes and complexity were straining legacy systems
- Needed scalable infrastructure to manage growth cost-effectively
- Required secure, compliant solutions to support evolving public sector demands

Business Outcomes

- Cost Reduction: Lowered storage and infrastructure costs through optimised resource utilisation
- Sustainability: Reduced data center space and power usage, minimizing carbon footprint
- Operational Efficiency: Improved real-time processing for faster decision-making and citizen services
- Future-Ready Infrastructure: Built a scalable, AI-enabled platform to support long-term digital innovation

Use Cases

- Real-time public sector decision-making
- Data-driven citizen services and customer insights
- AI-ready infrastructure for government digital transformation

“Our collaboration with PCSS has enabled the development of a future-ready infrastructure that not only addresses the challenges of today, but also equips public sector organizations to anticipate and meet evolving digital demands. By leveraging Cloudera’s technology, PCSS is driving data-driven innovation to ensure long-term success in an ever-changing landscape.”

WEETEE LIM,
Regional VP for ASEAN,
Cloudera



Country:
Thailand

Industry:
Energy
& Utilities

Platform:
Cloudera on premises
Cloudera on AWS Hybrid

Thailand's leading energy and retail company, PTT OR partnered with Cloudera to modernize data integration across 5,000+ locations, improving operational efficiency, route optimization, and ESG performance while delivering personalized customer experiences.

Background/Opportunities

- Needed automated, flexible data integration across a vast retail and energy network
- Required stronger operational efficiency and customer personalization
- Sought secure, governed data access to support ESG goals

Business Outcomes

- Unified Access: Seamless data integration across 5,000+ locations
- Efficiency Gains: Improved route optimization and operational performance
- Personalized Services: Delivered tailored, data-driven customer experiences
- Sustainability Impact: Supported ESG commitments using insights from 1,900 gas stations and 3,000 stores

Use Cases

- Route optimization and operational analytics
- Personalized retail customer engagement
- ESG reporting and sustainability tracking

“Cloudera on premises and SDX have been game-changers for us. Our data team can now securely access and work with data as if it were all in one unified system.”

WILSON SUNTHARACHAN,
SVP, Corporate Strategy and Sustainability,
PTT OR



One of China's leading automotive manufacturers, SVW modernized its vehicle data monitoring system with Cloudera to manage massive growth in new energy vehicle (NEV) data, improving storage efficiency, compliance, and customer services.

Background/Opportunities

- Exponential surge in NEV and IoV (Internet of Vehicles) data volume and complexity
- Needed a modernized, scalable platform to handle data growth and meet regulatory requirements

Business Outcomes

- 67% Storage Savings: Reduced HBase storage by ~73TB
- Lower Costs: Cut total cluster file count by 80M, optimizing resource use by 75%
- Faster Processing: Improved batch job performance by 2.5–6.6x
- Customer Reach: Launched a new vehicle services app, reaching 6M users in <2 years

Use Cases

- Real-time vehicle data monitoring & analytics
- Regulatory-compliant NEV & telematics platform
- Customer-facing IoV applications

“The vehicle data monitoring platform we built can easily realize massive data storage and perfect vehicle data monitoring and analysis; and this data will further help us better serve vehicle owners and promote the continuous development of our IoV business. As a mature Big Data platform, Cloudera has effectively helped us address the challenge of storing, managing, and computing the ever-growing realtime data.”

XIE CONG,
Head of Big Data Platform,
SVW Database



Country:
Singapore

Industry:
Financial
Services

Platform:
Cloudera on premises

One of Southeast Asia’s largest banks, using Cloudera to personalize customer engagement, optimize ATM networks, and drive AI-powered operational efficiency.

Background/Opportunities

- Needed to unify data silos and strengthen governance
- Sought to optimize operations across 600+ ATMs in Singapore
- Aimed to deepen customer engagement across physical and digital channels

Business Outcomes

- 180M Personalized Insights: Boosted customer engagement, with transactions 18x higher than traditional methods
- 99% ATM Cash Availability: Reduced restocking trips by 30%, cutting costs and carbon footprint
- Faster Service: UOB TMRW app delivered real-time insights, reducing wait times; generative AI improved employee productivity

Use Cases

- Personalized banking experiences via UOB TMRW
- ATM network optimization and branch crowd prediction
- Generative AI for employee productivity

“AI has enabled us to provide value and rich experiences for both our customers and staff. And with new emerging technologies like generative AI we can expect even greater value to be harnessed, and we look forward to our continued partnership with Cloudera on this journey.”

ALVIN ENG,
Head of Enterprise AI &
Analytics Transformation,
United Overseas Bank





Country:
India

Industry:
Telecoms

Platform:
Cloudera on premises

Following the 2019 merger of Vodafone India and Idea Cellular, the newly formed Vodafone Idea (Vi) faced the immense challenge of integrating disparate data lakes and warehouses. The company sought a unified solution to resolve inconsistencies in business rules and data formats, aiming to establish a “single source of truth” that could support its 220 million customers and satisfy stringent Indian regulatory requirements.

Background/Opportunities

- **Massive Scale:** Serving one of the world’s largest telecom markets with over 220 million subscribers and 12 petabytes of data
- **Merger Complexity:** The 2019 integration required merging hundreds of data nodes and disparate storage systems into one cohesive architecture
- **Regulatory Pressure:** Essential compliance with India’s Digital Personal Data Protection Act and TRAI regulations necessitated highly secure, auditable record-keeping

Business Outcomes


- **Massive Cost Savings:** Optimising hardware and storage efficiency saved the company between \$20 million and \$30 million USD in infrastructure costs
- **Operational Excellence:** Cloudera Observability led to a fivefold (over 80%) reduction in support tickets, significantly lowering resolution times
- **Rapid Migration:** Successfully migrated the largest 240-node production cluster—containing 12 petabytes of data—in just 36 hours of weekend downtime

Use Cases

- **Unified Data Lakehouse:** Consolidating legacy Hortonworks environments into a single on-premises Cloudera platform to ensure data accuracy and stability
- **Regulatory Reporting:** Utilising Apache Iceberg and Impala to slash query times by 80%, enabling faster, auditable compliance reporting
- **Real-Time Monitoring:** Implementing Cloudera Observability to provide a “single pane of glass” for proactive telemetry analysis and preventive system maintenance

“When the two companies merged, we were faced with multiple different data warehouses, using different formats and with inconsistent business rules applied. It was crucial to create a single, unified data source, so that management could build trust in the data.”

DR. KAPIL SINGHAL,
Vice President, Data and Analytics,
Vodafone Idea



“Cloudera’s strengths are anchored in its uniquely robust hybrid and on-premises deployment capabilities, making it especially attractive for organizations with strict regulatory, security, or data-residency requirements. Its platform provides not only comprehensive data engineering and MLOps, but also next-generation GenAI and agentic workflows, tightly integrated with AI-specific governance, observability, and security frameworks.

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2025 Vendor Assessment

Surjyadeb Goswami, Deepika Giri, Daeil Chun & Swapnil Shende



Emirates NBD, a leading banking group in the UAE, conducts over 90% of its transactions outside traditional branches. To maintain its competitive edge, the bank launched a USD \$270 million digital transformation. They sought a world-class Enterprise Data Platform (EDP) to consolidate growing data sources across seven trading entities, providing the foundational architecture required for advanced AI and machine learning innovation.

Background/Opportunities

- Digital Dominance: With the vast majority of requests happening digitally, the bank needed to move beyond physical branch limitations
- Architecture Shift: Accelerating digital capabilities required a superior information architecture to manage seven different trading entities
- Unified Foundation: The opportunity to replace fragmented systems with a single, open-source platform for scalable data management and analytics

Business Outcomes

- Financial Value: The new platform is expected to deliver a total benefit of USD \$14 million over the next five years
- Real-Time Intelligence: Enabled instant customer and operational insights, allowing the bank to react faster to market shifts
- Personalised Banking: Achieved an end-to-end digital transformation that provides a highly tailored experience for every individual customer

Use Cases

- Enterprise Data Platform (EDP): Custom-building a scalable foundation to store and analyse all bank data centrally and securely
- Operational Intelligence: Implementing automated reporting and fraud detection to improve security and internal efficiency across all international operations
- Data Curation: Partnering with Informatica to rapidly load and transform raw data into trusted information for advanced business performance analytics

“Today’s information-driven economy means data is one of our most critical assets. Aligned with our digital strategy, we are committed to harnessing the power of data to drive deep customer insight, accelerate our time-to-market for emerging digital innovation that is reliant on such data, and to leverage advanced analytics to enhance business performance.”

ABDULLA QASSEM,
Group Chief Operating Officer,
Emirates NBD

Halifax International Airport Authority (HIAA), Canada’s eighth busiest airport, manages over 3.5 million annual passengers. Following the pandemic, the airport needed to move beyond fragmented, manual data tracking to gain total clarity on its operational recovery. HIAA sought a cloud-first data architecture to centralise disparate internal and external records, providing business teams with a single source of truth for decision-making.

Background/Opportunities

- **Data Fragmentation:** Critical flight and passenger data were siloed across external agencies and internal records, making discovery difficult for business teams
- **Small Team Challenges:** With a data team of only two people, HIAA needed an automated ecosystem that was easy to manage and integrate
- **Post-Pandemic Recovery:** An urgent need to track travel recovery and improve passenger safety and efficiency through real-time insights

Business Outcomes

- **Predictive Accuracy:** The new data backbone supports predictive analytics with a high 94% accuracy rate, enabling better resource allocation
- **Rapid Implementation:** Leveraging out-of-the-box automation allowed the team to achieve its one-year goal in just six months
- **Operational Visibility:** Business teams now have immediate access to validated datasets, ensuring high confidence in passenger numbers and revenue insights

Use Cases

- **Automated Flight Scheduling:** Standardising disparate airline data formats into real-time pipelines, replacing a manual process that previously took up to five days
- **Open Data Lakehouse:** Using Apache Iceberg on Azure to unify structured and unstructured data while ensuring robust governance and “time-travel” data auditing
- **Pipeline Automation:** Automating 85 distinct data pipelines to provide security, customer service, and air traffic control with real-time operational updates

“Before Cloudera, HIAA was flying in the dark. Now we have total clarity on every aspect of our operational data to enable better passenger experiences and collaboration with airline carriers. We are a small team that has managed to build an enterprise-grade, AI-ready data platform that has a significant impact on almost four million passengers a year.”

RYAN GARNETT,
Senior Manager of Business Solutions,
HIAA



Country:
USA

Industry:
Life Sciences

Platform:
Cloudera on premises

IQVIA, a global leader in life sciences analytics and clinical research, faced significant data fragmentation following the merger of IMS Health and Quintiles. With data spread across 250 different warehouses, researchers faced massive delays, often taking days to copy data for analysis. The company sought a unified platform to accelerate clinical development, lower healthcare costs, and improve patient outcomes through faster data iteration.

Background/Opportunities

- Massive Fragmentation: Data resided in 250 disparate warehouses, including Oracle and Netezza, hindering cross-functional research
- Performance Barriers: Legacy systems couldn't scale to perform the complex analytics required for precision medicine
- Global Scale: Opportunity to centralise two petabytes of data, including medical records and genomic data, into a multi-tenant global lake

Business Outcomes

- Rapid Discovery: Insight generation time slashed from weeks or months to just seconds, accelerating drug development lifecycles
- Trial Efficiency: Identification of clinical trial participants now occurs in minutes, reducing overall development costs and time to market
- Predictive Accuracy: Improved the ability to predict patient trial eligibility before symptoms appear by a factor of four

Use Cases

- Next-Generation Clinical Strategies: Over 70 teams use the platform to identify participants and advance critical research, such as Alzheimer's studies
- Self-Service Analytics: Empowering 2,000 users to conduct high-performance queries using familiar BI tools like Tableau and MicroStrategy
- Global Multi-Tenancy: Building centralised data lakes for the US, Spain, France, and Japan to ensure global governance and secure data sharing

“Our legacy approach limited us from accomplishing greater things. We focused on two objectives: bringing all the data together and bringing analytics to the data. I really think we're on the cusp of changing the lives of billions of people.”

NAVDEEP ALAM,
Director, Global Data Warehouse,
IQVIA



Country: United States Industry: Non-Profit Platform: Cloudera on AWS

A global humanitarian organization, Mercy Corps partnered with Cloudera to harness AI for faster, smarter crisis response. Field teams now access curated data and AI-driven insights that improve decision-making, accelerate aid delivery, and maximize impact for vulnerable communities.

Background/Opportunities

- Needed timely access to reliable data for humanitarian crises
- Sought to empower non-technical field teams with AI-driven insights
- Aimed to modernize decision-making with scalable, user-friendly tools

Business Outcomes

- **Faster Aid Response:** Delivered life-saving decisions more quickly during crises
- **Time Savings:** Reduced research time for field teams, enabling more focus on actionable aid
- **Global Collaboration:** Enabled partnerships for social impact through AI for Changemakers
- **Real-World Impact:** Supported millions of lives by improving precision in aid distribution

Use Cases

- AI-powered crisis response and decision-making
- Curated humanitarian data for field teams
- Partnerships for global social impact

“Our partnership with Cloudera has enabled us to deploy an AI solution with unprecedented precision and speed, helping us advance our organizational commitment to delivering life-saving aid through innovative, evidence-based methods. Cloudera’s commitment to supporting our team with the power of AI will enable us to respond to crises faster and make critical, data-driven decisions when it matters most.”

ALICIA MORRISON,
Director of Data Science,
Mercy Corps

52%

reported significant success in realizing measurable business value from their AI initiatives.

24%

of survey respondents said their culture was “extremely data-driven,” up from 17% the previous year.

The most common types of AI models being leveraged are

generative

60%

deep learning

53%

and predictive

50%

THE STATE OF ENTERPRISE AI & DATA ARCHITECTURE SURVEY HIGHLIGHTS 2025
Cloudera

Other Customer Success Stories



Global Public Logos



The State of Enterprise AI and Data Architecture

Read this report to uncover:

- Shifts in perception toward AI integration and confidence in data architectures
- Country-by-country trends in AI adoption, scaling, and security practices
- Insights into the most prevalent AI models IT leaders are relying on today
- A look at where IT leaders see the future of AI and data architecture heading



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About Cloudera

Cloudera is the only hybrid data and AI platform company that large organizations trust to bring AI to their data anywhere it lives. Unlike other providers, Cloudera delivers a consistent cloud experience that converges public clouds, on-prem data centers, and the edge, leveraging a proven open-source foundation. As the pioneer in big data, Cloudera empowers businesses to apply AI and assert control over 100% of their data, in all forms, improving security, governance, and real-time and predictive insights. The world's largest brands across all industries rely on Cloudera to transform decision-making and ultimately boost bottom lines, safeguard against threats, and even save lives.

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