



Talend Helps Beachbody Power Up Its Cloud Data Lake

June 1, 2017

Home Fitness Company Uses Talend to Build Amazon Web Services (AWS) Data Lake to Fuel Analytics Applications

REDWOOD CITY, Calif. & SANTA MONICA, Calif.--(BUSINESS WIRE)--Jun. 1, 2017-- [Talend \(NASDAQ: TLND\)](#), a global leader in [cloud](#) and [big data](#) integration solutions, announced that [Beachbody](#), the makers of P90X and Insanity, is using Talend to ingest its corporate data into [Amazon Simple Storage Service \(AWS S3\)](#) and enable self-service access for line-of-business employees using a variety of analysis tools. In less than six months, Beachbody's IT team moved the company from receiving new data once a week, to having it in near real-time so employees can make business decisions faster.

"Creating the type of data lake we have on-premises would have been not only very difficult, expensive, and time-consuming, but also I would have needed to hire a lot more people with the right big data skills," said Eric Anderson, executive director of data for Beachbody, LLC. "Using Talend and AWS, we were able to easily ingest all our data into the cloud in less than six months. Our estimates indicated doing this type of project on-premises would have taken over a year. Additionally, big data technologies are evolving so quickly that keeping pace with software updates would have been a challenge. But with Talend and AWS, we have the agility required to ensure our IT environment is up-to-speed at all times."

When you're in a competitive industry, it's imperative for employees to have timely access to enterprise data to make informed decisions. Beachbody was running a conventional on-premises Oracle data warehouse to store its corporate information, but knew it needed more business agility and flexibility. Eric Anderson and his team decided to bulk up the company's analytics architecture by adding a Hadoop-based data lake on AWS. Now, the company's centralized analytics team has near-real-time access to essential information concerning its customers, coaches, website usage, and more.

Using Talend Data Integration, Beachbody ingests all incoming data into a Hadoop Distributed File System for initial processing, which is then stored in Amazon S3. Some highly processed data is also moved into Amazon Redshift to get faster performance on analytical queries. The AWS data lake can then be accessed via self-service analytics tools by Beachbody employees, so they can evaluate website activity, logs from Beachbody on-demand (the company's workout-video streaming service), call-center records and external data on customer acquisition and spending, as well as sales and financial transaction data.

"Beachbody is an excellent example of the flexibility and data agility companies can experience by moving to the cloud with Talend," said Ashley Stirrup, CMO, Talend. "Our tight integration with AWS solutions makes it easy for thousands of data sources to be made available using any AWS platform, allowing our joint customers to deploy big data projects dramatically faster, with far less operational support, so they can speed time-to-value."

To learn more about how Talend Data Integration is supporting Beachbody in accelerating big data analytics in the cloud, [watch Eric Anderson](#) talk about the Talend and AWS [data lake project](#) at Strata + Hadoop World 2017 that took place in March, in San Jose, Calif.

Like this story? Tweet this: [. @Talend and @AWSCloud help @Beachbody achieve its goal of a fit and healthy cloud data lake http://bit.ly/2kerC3S](#)

About Beachbody

Beachbody, a worldwide leader in health and fitness headquartered in Santa Monica, California, was founded in 1998 by Carl Daikeler and Jon Congdon with the mission to help people achieve their goals and enjoy healthy, fulfilling lives. Beachbody's formula of world-class fitness, nutrition, motivation and support has proven again and again to deliver results for its customers. Whether through Beachbody on Demand (BOD) the streaming platform featuring Beachbody's portfolio of iconic fitness brands like P90X®, INSANITY®, 21 Day Fix®, and CIZE®; via its "Daily Dose of Dense Nutrition" superfood shake, Shakeology; or through its premium line of sports nutrition supplements, Beachbody Performance, the Beachbody name has come to define the power of putting a healthy lifestyle within everyone's reach. Beachbody products can be purchased on its websites, and via its more than 450,000 strong Team Beachbody Coach network of independent distributors. Beachbody On Demand, featuring more than 400 streaming workouts, is available through its own mobile app for iPhone, as well as on Apple TV, Roku TV models, Amazon Fire and Google Chromecast, and now in over 120 countries around the world through [BeachbodyGlobal.com](#). For more information please visit [Beachbody.com](#).

About Talend

Talend (NASDAQ: TLND) is a next-generation leader in cloud and big data integration software that helps companies make data a strategic asset that provides realtime, organization-wide insight into customers, partners, and operations. Through its open, adaptive, and unified integration platform, Talend delivers the data agility required for companies to rapidly adopt the latest technology innovations and scale to meet the constantly evolving demands of modern business. A leader in the 2016 Gartner Magic Quadrant for Data Integration Tools and Forrester Wave: Big Data Fabric Q4 2016, Talend's solutions support over 1500 global enterprise customers including Air France, GE, and Lenovo, across a range of industries. For more information, please visit [www.talend.com](#) and follow us on Twitter: [@Talend](#).

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