

How GfK, a leading data analytics and recommendations provider is leveraging the hybrid cloud to revolutionize market research

About GfK

GfK is a global leader in **data and analytics for the consumer products industry**, headquartered in Nuremberg, Germany.

Around **8,000 employees**, more than **10,000 clients** from **60 countries**

GfK develops and advances **innovative methods and measuring technologies** as new drivers for its clients' day-to-day.

Born of what used to be "Gesellschaft für Konsumforschung" (the "Society for Consumer Research"), its acronym today stands for **"Growth from Knowledge"**.

In 2020 GfK launched an **AI-based platform by the name of gfknewron** that delivers revolutionary insights and actionable recommendations at speed.

Challenges

Dissolution of an outdated IT system from many infrastructure silos and realization of flexibility as well as scalability

Establishment as a unique and strategically important partner in the field of **data analysis and market research**

Requirement for **fast results and applications**; high quality is key

The solution

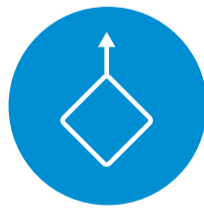
A future-oriented digital strategy thanks to a **multi-cloud model with VMware Cloud™ on AWS and VMware Cloud Foundation™**.

Establish a successful combination of **on-premises and hybrid-cloud solutions**

Impact



An efficient **cost/benefit ratio**



Flexible, **on-demand infrastructure scaling**



Fast, flexible and agile access to **valuable data analytics**



A strong position in the fiercely competitive market research environment

"In market research, we need the best technological basis to efficiently process large volumes of data. Thanks to VMware Cloud on AWS, our clients benefit from unrivaled speed and flexibility."

Ismar Efendic, IT Infrastructure Manager at GfK