GfK
Growth from Knowledge

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

GfK is a global leader in data and analytics for the consumer products industry. Born of what used to be "Gesellschaft für Konsumforschung" (the "Society for Consumer Research"), its acronym today stands for "Growth from Knowledge". To further reinforce its competitive position and press ahead with digitalization, the company has opted for a hybrid-cloud model using VMware Cloud™ on AWS and VMware Cloud Foundation™. Now armed with a successful blend of on-premises and cloud-based solutions, GfK is enjoying greater flexibility, agility and cost efficiency than it has ever known. This kind of forward-looking technology helps cement it´s position as a unique and strategically important partner in the field of data analytics and market research. The Cloud Customer Success team engages with partners and customers to understand and accelerate the realization of their business objectives through the successful adoption of VMware Cloud on AWS.

Business needs
- 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

Fast, flexible and consistently #innovative @VMware Cloud on AWS and VMware Cloud Foundation are an investment in @GfK's own future - and invaluable #business decision aids for its clients.

INDUSTRY
Technology

HEADQUARTERS
Nuremberg, Germany

"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

STRATEGIC IT PRIORITIES

Multi-Cloud

Hybrid Cloud

VMWARE FOOTPRINT

VMware Cloud Foundation™

VMware Cloud™ on AWS

VMware vRealize® Suite

VMware vRealize® Automation™

VMware vRealize® Log Insight™

VMware VxRail