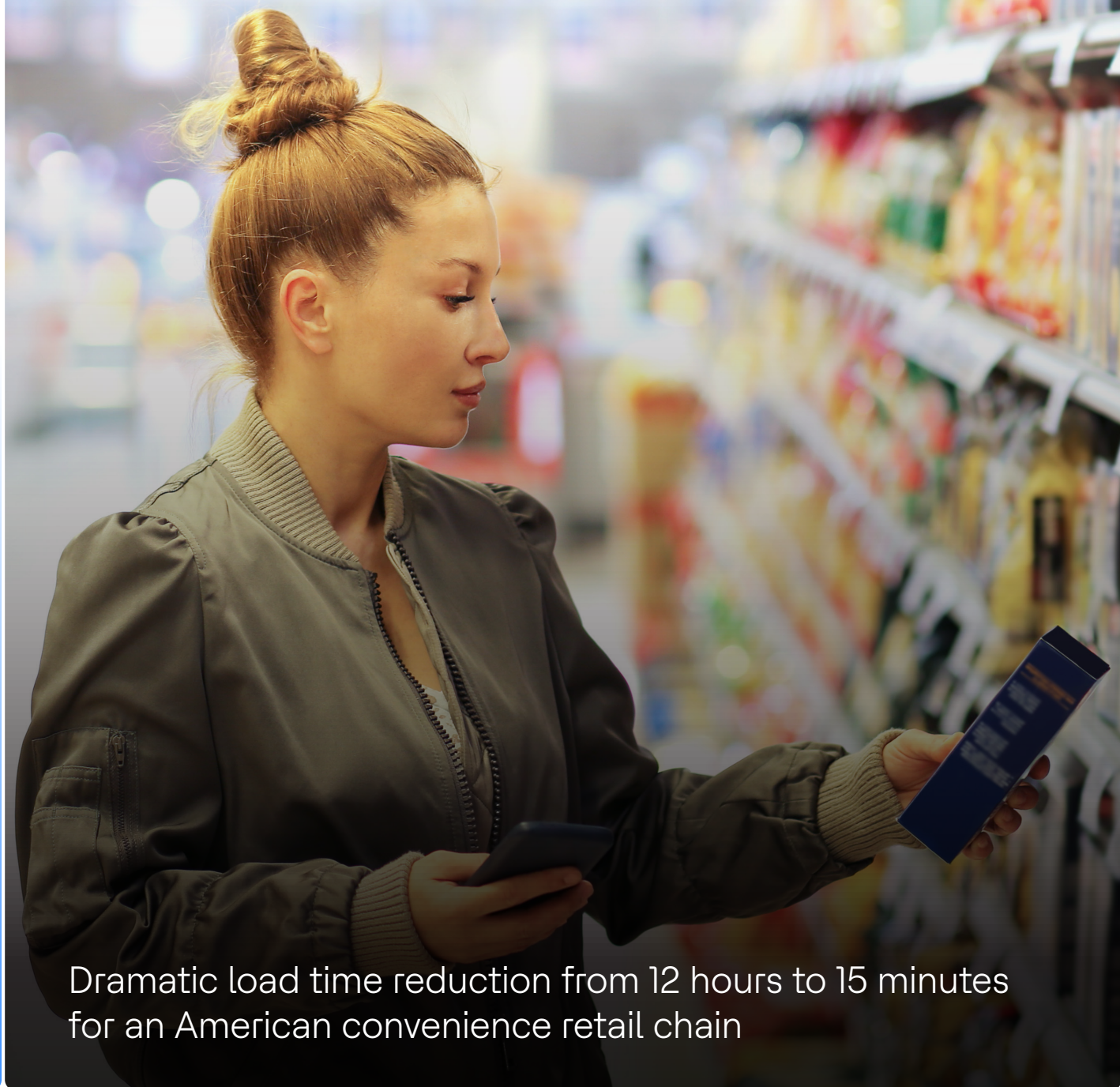


Transforming data management and optimizing IT infrastructure



Dramatic load time reduction from 12 hours to 15 minutes
for an American convenience retail chain

The client, a large convenience store enterprise, aimed to modernize its data environment by migrating to Snowflake, focusing on reliability, security, operational excellence, performance efficiency and cost optimization. The project involved creating an end-to-end service layer as part of the client's multi-vendor sourcing strategy, transforming the business by modernizing applications and improving efficiency and effectiveness through automation. By developing a master data management system and a centrally organized enterprise data platform, we provided a single source of truth for data across the organization. The result was reduced data transformation and loading times, improved peak volume performance and enhanced marketing effectiveness.

The Challenge:

Migration to Snowflake, IT infrastructure optimization, application modernization and automation enhancement

The client faced multiple challenges, including migrating their data environment to Snowflake and transforming and optimizing their IT Infrastructure. They needed to create an end-to-end service layer for their multi-vendor sourcing strategy.

The client also intended to develop a new cloud-native build for digital adoption. They sought to transform their business by modernizing applications and improving efficiency and effectiveness through automation.

The Objective:

Transforming data environment, optimizing IT infrastructure and enhancing business efficiency

The client sought to migrate their data environment to Snowflake, a mission grounded in the principles of the well-architected framework: reliability, security, operational excellence, performance efficiency and cost optimization. They aimed to transform and optimize their IT infrastructure for better, cost-effective

operations. The client also aimed to create an end-to-end service layer for their multi-vendor sourcing strategy and develop a new cloud-native build for digital adoption. The objective was to modernize their applications and enhance their efficiency and effectiveness through automation.

The Solution:

Master data management, enterprise data standardization and BI and data governance program

Our team focused on building a master data management system to ensure uniform and accurate data consumption across the organization. We developed a centrally organized enterprise data platform to provide a complete and accurate version of the data, acting as a single source of truth. We defined enterprise data standardization to achieve a common definition of business

entities and minimize multiple data interpretations. We also participated in a BI and Data Governance program to meet the organization's data analytics and reporting needs. Our team enabled the client to enhance their business needs by adopting cloud services, application modernization, streamlining integrations and promoting digital practices in their environment.

The Impact:

Improved performance, reduced incident count and enhanced marketing effectivity

The implemented solution significantly improved various aspects of the client's operations. The peak volume performance of the digital pipeline loading window improved drastically, **reducing from 12+ hours to less than 15 minutes**. There was a 10% reduction in the average incident count post-migration to the Snowflake data platform. The data transformation and loading time decreased, leading to unified and consistent data transmission. The solution facilitated rapid data visualization and insights across the organization and improved marketing effectiveness.

