CASE STUDY:
EMAIL PLATFORM

DATA**SOURCE**
C O N S U L T I N G

an EXL company

CLIENT BACKGROUND

Top email platform provider improves financial analysis with Hybrid Cloud Data Management, using Amazon Redshift and Informatica. The company's innovative cloud-based email platform delivers emails on behalf of growing companies. They eliminate the complexity of sending email, saving time and money, while providing reliable delivery to the inbox.

BUSINESS FOCUS

This transformative company is changing the way emails are delivered for all businesses – from startups to some of today's most recognizable brands. This company created a streamlined, cloud-based email delivery engine for sending transactional emails and email marketing. Their unique platform allows developers and marketers to simply craft, segment, test, and successfully deliver emails, helping businesses build stronger relationships with their customers.

CLIENT CHALLENGE

The company wanted an Enterprise Data Warehouse Architecture to measure corporate-wide performance and business outcomes, as well as aid in important strategic decision-making. They relied on a MySQL database and integrations with a Salesforce CRM system to capture information about customers, accounts, and leads. However, this architecture failed to keep pace with the fast-growing organization.

The existing data warehouse architecture did not follow a formal Data Warehousing Methodology and was built specifically to support BI tools. As a result, there were performance and scalability limitations. With only a four-person data operations team, leaders determined they needed additional resources to build a unified Enterprise Data Warehouse.

THE DATASOURCE SOLUTION

The organization turned to Datasource Consulting to help bring more visibility into the company's reporting and billing structure. Team leaders determined they wanted a Data Warehouse that would pull data from multiple sources (both on premise and cloud). They also wanted a system that would deliver ad-hoc analytic capabilities for reporting as well as user friendly Business Intelligence (BI) tools.

The Datasource team included two primary consultants - a Data Warehouse Architect / ETL Developer and a full-time ETL Developer. The Data Architect assessed the overall Data Warehouse Architecture and suggested required changes and improvements to existing tools and technologies. We later added a Project Manager to help get the project over the finish line.
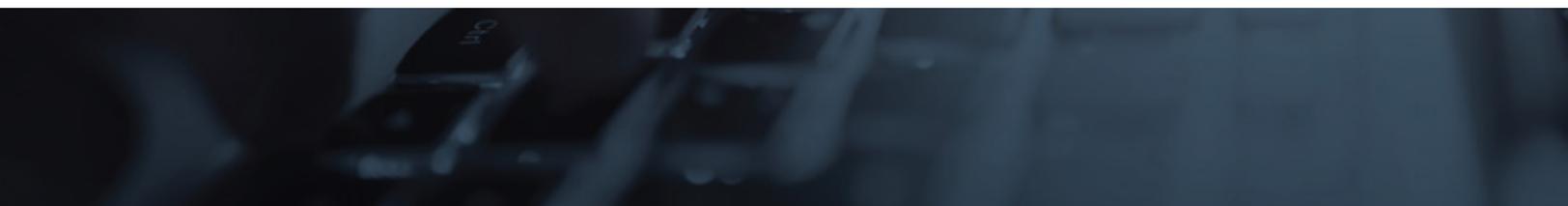
TASKS AND TECHNOLOGY COMPONENTS OF THE DATA WAREHOUSE INCLUDED:

Amazon Redshift:
Allowed the team to analyze data using BI tools or ad hoc query capabilities. The team loaded multiple data sources from the cloud and on premise to AWS using Informatica Cloud and PowerCenter.

Informatica Cloud:
Unlocked data with hundreds of connectors for cloud and on-premise solutions. It also included visual data mapping for simplified development and is optimized to process large data volumes for better performance and scalability.

Informatica PowerCenter:
Used for ETL, data migration, and version control.

Looker BI Tool:
Transformed raw data into meaningful metrics, helping decision makers better interpret data.

THE RESULTS:

The company successfully launched their Production Data Warehouse using Amazon Redshift and Informatica Hybrid solutions. Today, the data is pulled from six sources, and the infrastructure includes a mix of both cloud and on-premise solutions. Using the integrated Looker BI Tool, the team can collect, store, analyze, and visualize data more effectively than ever before.

The executive and senior leadership teams have access to self-service analytics with a foundational view of customers, products, revenue, email volume, and usage data. This detailed level of reporting ties data to billing and future infrastructure planning, providing significant value to leadership teams. This is the first time multiple data sources have been integrated and displayed in a consolidated, central location for analysis on a near real-time basis.

The email platform company now has a sophisticated Data Warehouse and analytics solution with the ability to:

• Pull multiple data sources into an integrated and consolidated view

• Access self-service analytics with a foundational view of customer, product, revenue, and email volume data

• View dashboards to show customer account information with billing and email production numbers

• Review interactive analytics to plan for future production requirements

• Support visualization and simplified ad-hoc reporting

• Add more data sources to the scalable Data Warehouse environment and architecture

THE RESULTS CONTINUED:

After months in production, the data warehouse continues to go through a successful acquisition by the extended team. The team's Director of Enterprise Data Operations and analysts are following Datasource's documentation to refine the system and improve performance. Business leaders also believe increased financial visibility has changed the way the organization approaches users. They can quickly identify high-growth customers, determine potential growth areas, and garner insight on how to best build out the organization's services and email delivery engine.

Success

"

Partnering with Datasource assured us we would achieve a dependable, scalable data warehouse solution using our hybrid on premise and cloud applications. Their data integration methodology and expertise in the data warehouse space helped us achieve our goal in record time.

PARTNER WITH US

Contact us to learn more about how our data integration solutions can provide your organization with access to improved information, enabling leaders to make well-informed decisions and achieve more efficient operations.