INFOMETRY INC.
Delivering Actionable Business Intelligence

Enterprise Data Warehouse and Analytics Implementation

TECHNOLOGIES USED:
Snowflake, Matillion, Looker, Salesforce

Our customer is a San Francisco headquartered company, created America's first conservation memorial forests. Their forests are sustainable alternatives to cemeteries. Instead of graves and tombstones, families choose a private, protected family tree to return their ashes to the earth together. They are located in the US, around nine locations.

Objective:

Our customer is a highly metric-oriented company and wanted to integrate data across multiple cloud applications, databases to create a single source of truth on a scalable cloud infrastructure and automate metrics and KPI creation leveraging industry-leading Analytics platforms.

The customer wanted Infometry to perform data discovery to recommend the enterprise data architecture, including evaluation and recommendation of Cloud Data Warehouse Platforms, Data Ingestion Tools, and Analytics platforms and implement high-performance, scalable, and secure data analytics solutions.

The key focus area for the initial phase was to consolidate marketing data across multiple Ad platforms such as Google, Yahoo, Facebook, Instagram, Bing, Taboola, etc., Sales Applications such as Salesforce, HubSpot, and multiple home-grown cloud applications. Migrate complex SQL stored procedure-based queries into conceptual and physical data modal for Analytics and visualization.

"As part of the digital transformation initiative, Infometry helped us to pick the right cloud strategy with respect to Enterprise Data Warehouse, Data Integration, and Analytics and delivered a robust, high-performing data analytics solution leveraging Snowflake, Matillion, and Looker. Infometry's vast experience, agility, and expertise allowed us to do great things and serve our customers better."
— Data, Analytics and Reporting Leader

Challenges:

The customer had lots of data silos collected and developed a complex SQL procedure-based solution, which had severe performance issues and needed highly skilled database engineers to develop and maintain the solution. Our customer being a fast-growing and highly metrics-based organization, was in constant need of new KPIs, analytical models, and best visualization to present information to company executives and board members. The new solution should be highly scalable, modular, high performing and easy to maintain.

- Infometry had to evaluate multiple cloud data platforms, data ingestion tools, and visualization tools to have customer pick the right technology stack and assisted customer in sizing and negotiating a contract.
- Infometry team interviewed business leaders, IT, and engineering teams to understand their business model, applications, project roadmap, data flow and their pain points with the current solutions.
- Infometry helped the customer to select technology stack, setup and configure Snowflake, Matillion, and Looker platforms following best practices and security model.
- It was challenging to reverse engineer hundreds of complex stored procedures with minimum documentation to redesign using a dimensional model and ELT process.
- Infometry had to plan the data collection and analytics project releases keeping in mind many concurrent new application releases and tracks.
- Number of new Ad campaigns created and enhancement in the revenue model added additional complexity.
- Data had to be collected across 12 + source systems, and some of them didn't have out-of-the-box connectors.

"Thanks to Infometry, we no longer have to do manual grunt work to analyze data as they have implemented Cloud Data Warehouse and provided us with a 360-degree view of our data aggregating data across multiple Ads platforms and the internal systems in near real-time."— Senior Marketing Operations Manager

Solutions:

The customer hired Infometry to implement Data Cloud architecture and provide a 360-degree view of their business by creating a centralized data warehouse and analytics solutions.

- We helped them setup, configure, and implement security, best practices, and databases on the Snowflake Data Cloud platform.
- Infometry designed and developed ELT mappings to collect data across 12+ Cloud and On-prem systems into Snowflake.
- Leveraging Matillion, Infometry automated end-to-end data pipeline and data aggregation to provide pre-computed KPIs and enriched data sets for ad-hoc analysis.
- We setup and configured their Looker platform and developed KPIs and dashboards pertaining to customer's critical business process.

Results:

By choosing Infometry, the customer can fulfil its internal and external business analytics and reporting goals. Infometry has automated the end-to-end process and generated executive summaries, dashboards, alerts, and KPIs leveraging the Looker platform. We have built the Enterprise Data Cloud platform using Snowflake and integrated it with Looker to derive marketing costs, sales costs, operational costs and overall profitability.

"We appreciate Infometry for guiding us with making the right decisions on tools and technologies, delivering an integrated analytical solution to get better insights faster."— Director, Strategy and Analytics

Future:

The customer is better equipped with scalable analytical platforms and processes to plan, execute and measure campaign effectiveness and customer acquisition cost to make timely, informed business decisions better to scale their business. The customer can enforce data governance across all touch points.

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About Infometry

Infometry is a leading global Data Analytics Software services and solutions provider focused on delivering Predictive and Prescriptive Analytics (AI/ML) solution, Cloud Data Warehouse Implementation, Data Governance, Enterprise Service Bus and Microservices-based Integration Solutions, Big Data, Cloud DevOps, Salesforce CRM and product engineering etc. Infometry has been an engineering and consulting services partner for Informatica, Matillion, Snowflake, MuleSoft, AWS, GCP, Azure, Tableau, Looker, Power BI, Adaptive Insights, Dell Boomi, and Talend. We have developed more than 14+ Connectors for Informatica and currently own IP for Google Sheets, Google Drive, Google PubSub, Google BigTable, Adaptive Insights, and HubSpot.