Modernized and Migrated On-premise Data Platform to AWS Cloud for a Leading Fashion Giant.
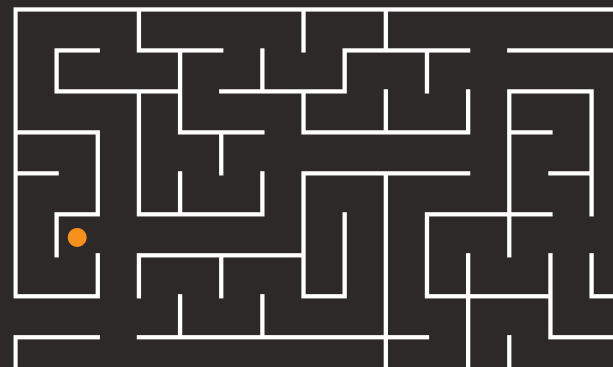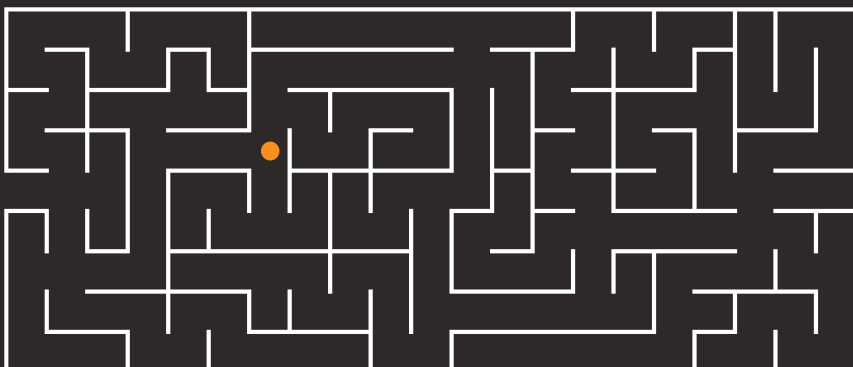
Tiger Analytics partnered with the client to migrate their entire BI workload and ODS from Informatica to the current AWS cloud platform. Resulted in 30% reduction in overall processing time, eliminating the additional cost of On-prem components and easy maintenance.

The Background

The customer is a global leader in the design, marketing and distribution of luxury lifestyle products in five categories: apparel, footwear & accessories, home, fragrances and hospitality. They had Informatica for business intelligence works, and the prevailing version of Informatica faced an end of support lifecycle after 2023. The client wanted to migrate their BI workload & ODS from Informatica to the current AWS Cloud platform.

Key Challenges

/ The current data extraction design from the key source system (D365) had synchronization issues between D365 application and Secondary databases leading to manual patching exercises every month.

/ The prevailing ODS was the On-prem system, and it was not easily scalable.

/ The current version of Informatica used in the ODS system was becoming end-of-life.

/ There was technical debt that accumulated over many years which led to increased maintenance efforts of the Informatica ODS system.

Our Solutions

/ Source Extraction - D365 Source data was directly synced to Azure Data Lake Storage system which was then accessed via synapse serverless SQL. Extracted data was stored in Azure Blob and then moved to AWS S3 Landing Layer.

/ Transformation on AWS Data Lake - Extracted data stored in AWS S3 was validated based on file size, metadata records stored in Aurora DB, etc. Verified data was moved for processing and post-processing - data files which were exact replicas of Redshift tables were stored in S3.

/ Data Warehousing - Prepared data was then loaded to the Redshift tables and served for reporting purposes.
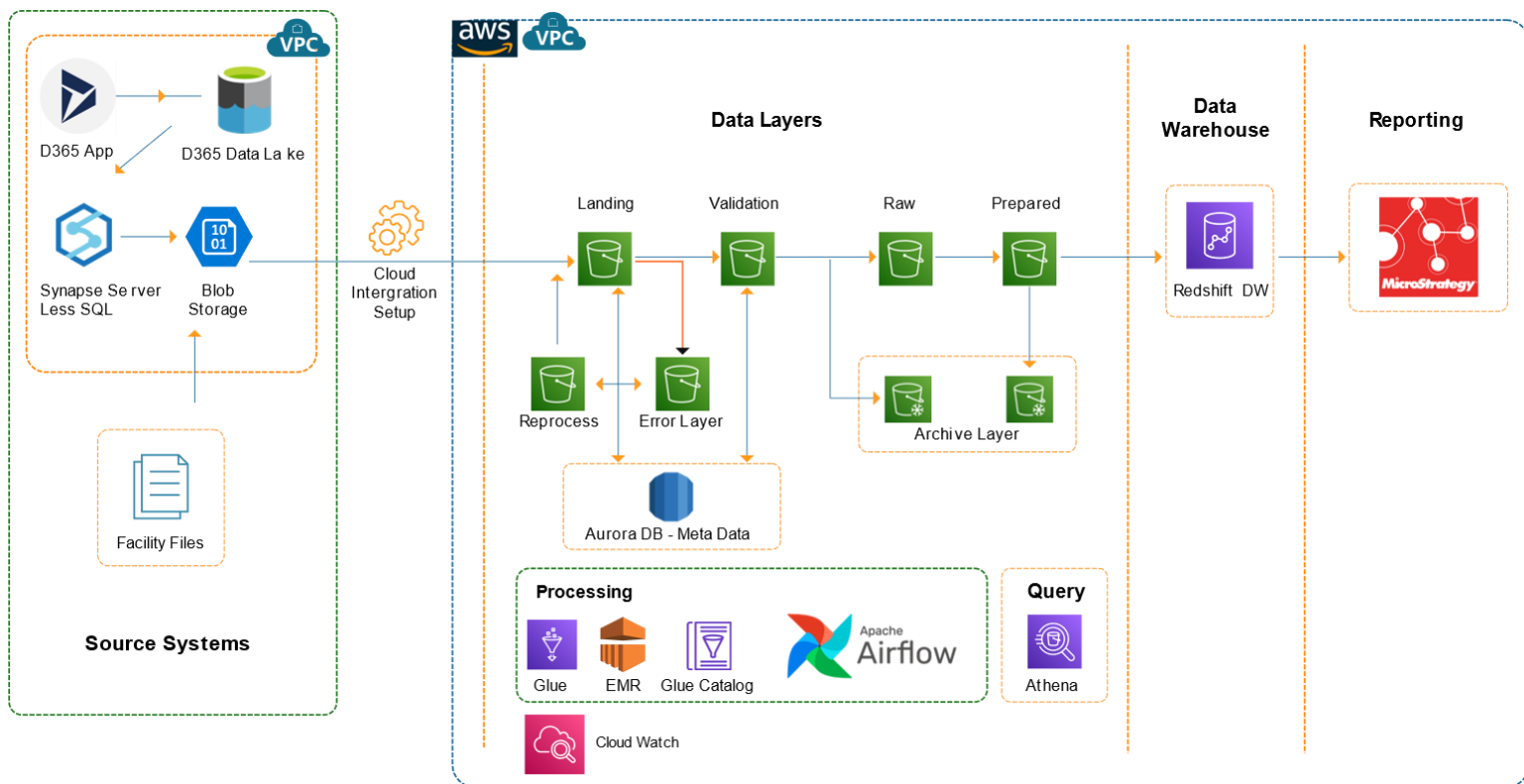
Tech Stack

/ AWS Redshift

/ AWS EMR

/ AWS Athena

/ Amazon S3

/ AWS Glue

/ Amazon Aurora

Solution Architecture

Value Delivered

- **Time Savings:** Informatica flow processing time was reduced by more than 30%, from 8 hours to 5.30 hours. This means that all APAC BI processing, including DSF, is now completed by 8.00 AM HKT, which is 90 minutes earlier than before. This helps business users, especially those in Japan and Australia, to see all modules of APAC BI data sooner.

- **Cost Savings:** Streamlined data processing saved on Informatica licensing, eliminated on-prem costs, and cut EMR time by 25%.

- **Scalability:** Cloud migration eliminated on-prem ODS, enabling auto-scaling on AWS and isolating APAC flows for regional independence.

- **Easy maintenance:** Streamlined APAC BI processing handles all regions in one batch with flexible config dates, reducing regression testing for new data scenarios.

About Tiger Analytics

Tiger Analytics is a global leader in AI and analytics, helping Fortune 1000 companies solve their toughest challenges. We offer full-stack AI and analytics services & solutions to help businesses achieve real outcomes and value at scale. We are on a mission to push the boundaries of what AI and analytics can do to help enterprises navigate uncertainty and move forward decisively. Our purpose is to **provide certainty to shape a better tomorrow.**

Being a recipient of multiple industry awards and recognitions, we have 4000+ technologists and consultants, working from multiple cities in 5 continents.

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