

An American Mobile Computing Company migrated its marketing platform from Azure to GCP

An American mobile computing company specializing in real-time technology for various industries wanted to migrate their data from Azure to Google Cloud Platform.

They manufacture marking, tracking, and printing solutions in manufacturing, retail, healthcare, and government. The challenges included managing extensive marketing data from diverse sources spanning 14+ years.

Tiger Analytics transformed ADF pipeline programs into Databricks on GCP, synchronized security measures, and implemented data governance, significantly improving data management. This transition reduced dependence on Azure, resulting in cost savings and enhanced productivity. The company achieved faster analytical processing and precise responses, streamlining operations and data handling.



The Background

Our client is an American mobile computing enterprise with expertise in real-time sensing, analysis, and action technology engaged in manufacturing and selling marking, tracking, and printing solutions. Their offerings encompass barcode labeling, identification, and RFID tracking, spanning manufacturing, retail, healthcare, and government industries. Presently, they are seeking the expertise of Tiger Analytics to lead comprehensive Data Engineering, with the primary goal of transferring data from Azure to the Google Cloud Platform.

Numerous data ingestion pipelines have been established specifically for the Google Cloud environment during this migration process. Furthermore, the Databricks environments, previously hosted on Azure, have been successfully migrated to leverage the resources available on the Google Cloud Platform.

Key Challenges

- \ Difficulty in managing the extensive marketing dataset, which consists of more than 14 years of historical data. Data inputs come from over a dozen sources, such as Adobe, Qualtrics, SFDC, Eloqua, Demandbase, Evergage, Turtl, DWA GST, and M360.
- \ Data is spread across thousands of pipelines, datasets, stored procedures, and notebooks, creating a substantial obstacle to establishing a cohesive perspective of prospects and customers for marketing endeavors

Our Solution

- \ Transformed ADF pipeline programs into Databricks on Google Cloud Platform (GCP). These pipelines were previously orchestrated using Airflow (specifically Cloud Composer) and used Google Cloud Storage (GCS) to store external tables.
- \ Synchronized security groups within Databricks and enforced column-level security to protect sensitive data through Secret Manager.
- \ Implemented data governance and traceability features for GCS buckets, using Google Kubernetes Engine (GKE), Cloud Build, and Cluster Pools for efficient auto-scaling.
- \ Developed and implemented marketing intelligence solutions for customer name, address, and contact records, incorporating the capability to establish an Enterprise Data Lake solution on GCS.



Value Delivered

Achieved faster processing of analytical solutions and prompt, accurate responses after the migration

The Enterprise Data Lake Solution eliminated the need for the company to manage a multi-cloud environment, allowing them to retire their Azure infrastructure and reduce costs

The solution also reduced our client's reliance on Azure Synapse and eventually led to the discontinuation of Azure services, resulting in cost savings and increased productivity.

About Us

Tiger Analytics is a global leader in AI and analytics, helping Fortune 500 companies solve their toughest challenges. With over 4000 data technologists and consultants spread across offices in the US, Canada, UK, India, Singapore and Australia; we help our customers accelerate their AI and analytics journey in sectors like CPG, Retail, Insurance, BFS, Manufacturing, Life Sciences, and Healthcare. Tiger Analytics is a Great Place to Work-Certified and a 'Leader' in the Forrester Wave: Customer Analytics Services Report 2023.

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