Global brewing company migrates to Azure to improve data analytics as part of a company-wide digital transformation

CHALLENGE

The client is a global brewing company with ownership of 165+ breweries in over 70 countries. They were executing a Digital Transformation initiative to consolidate and centralize legacy systems. One key aspect of this initiative was deployment of a new Data & Analytics platform in Azure to improve analytics and data management capabilities throughout their entire operation. The client was looking to move off their Oracle system to a centralized Azure Data Warehouse. They chose 3Cloud to assist in this endeavor due to 3Cloud's proven capabilities and strong alignment with Microsoft.

Effective data management is one of the foundations of a data-driven organization. However, managing data in an enterprise is highly complex. As new data technologies come onstream, the burden of legacy systems and data silos grows, unless they can be integrated. The fragmentation of architecture is a headache for many CIOs and CDOs, not only due to silos but also because of the diverse array of on-premises and cloud-based tools utilized by organizations. These issues hinder the speed and scalability required for data platforms to deliver tangible business results.

With a fragmented data architecture, the client's data project obstacles included slow processing of large data volumes with difficulties in achieving scale, speed and collaboration among cross-functional teams. Complexity stood out as a major barrier to modernization as the client needed to move away from their legacy Oracle system and align their data platform with established standards and guidelines. Data & Analytics objectives across the organization included evolving into a data-driven organization, becoming the best-connected brewer, harmonizing a single source of truth, developing a competitive advantage and attaining greater visibility.

SCROLL TO VIEW THE SOLUTION & RESULTS

SOLUTION

3Cloud's solution involved transitioning data warehouse object targets from Oracle to SQL while maintaining the consistency of data structures to mitigate downstream impacts on data sets and reports. The focus was on building an Azure Data Platform by reengineering Informatica mappings using modern data platform tools and techniques. Our solution included the design, construction and testing of ingestion – as well as Extract, Transform, Load (ETL) pipelines – ensuring the seamless transfer of data from source systems to populate the existing target database tables. 3Cloud partnered with Intel on this project – and as the client moved workloads to Azure, they gained additional performance from optimized Intel processors on Azure.

Intel collaborated with Databricks to identify opportunities to extract additional performance for data science and engineering workloads when running on the latest Intel hardware available on the Azure platform. Enterprises can realize these performance gains by choosing Intel Xeon Platinum processor-based Azure VMs when configuring Azure Databricks clusters. By choosing the right instances for a given workload, these performance gains can translate into lower application TCO. Also, enterprises can realize performance gains by enabling Photon, a vectorized query engine that Databricks uses to provide fast query performance for SQL workloads. Photon is natively developed to use Intel Advanced Vector Extensions 2 (Intel AVX2). This native development provides data- and instruction-level parallelism on Intel processors to enhance SQL performance. By enabling Photon on Intel Xeon Platinum processor–based Azure VMs, enterprises can dramatically increase SQL query speeds to provide a wide range of performance and cost benefits for any size workload.

In addition, our team redeveloped outbound data feeds, directing them to extract from new sources while minimizing disruption to current data integration processes. This phase involved designing, building and testing new extract procedures to feed external applications. It also required repointing, verifying and publishing Power BI dataflows, providing a foundation for users to create data sets tailored for reporting purposes. 3Cloud's approach aimed to modernize the data infrastructure, optimizing efficiency and adaptability to modern Microsoft Azure tools and methodologies.

⊘ SCROLL TO VIEW THE RESULTS

CLIENT SPOTLIGHT
Global Brewing Company

3Cloud

RESULTS

Collaborating with 3Cloud to build a new high-performance data platform on Azure empowers our client to align more closely with their overarching business goals. This modern solution not only enhances customer satisfaction but also fuels the expansion of consumer data. It also will help increase sales volume by improving data accessibility and cleansing it into a reliable source of truth.

The newly established platform enables our client to measure and track customer usage patterns and preferences. With this enriched understanding, they are now equipped to refine marketing strategies, ensuring a more targeted and personalized approach to their clients. Furthermore, the platform enables the client to measure the impact and effectiveness of their campaigns, providing valuable insights for continuous improvement and innovation. This technological upgrade positions the brewing company at the forefront of data-driven decision making, cultivating a more agile and competitive business landscape.

CLIENT PROFILE

Multi-national brewery with 165+ breweries in 70 countries.
Annual Revenue: $340M
Employees: 700
Innovation Focus: Data & AI