Accelerating Analytics and Cost Savings Through a Google Cloud Platform Migration for a Global Marketing Network
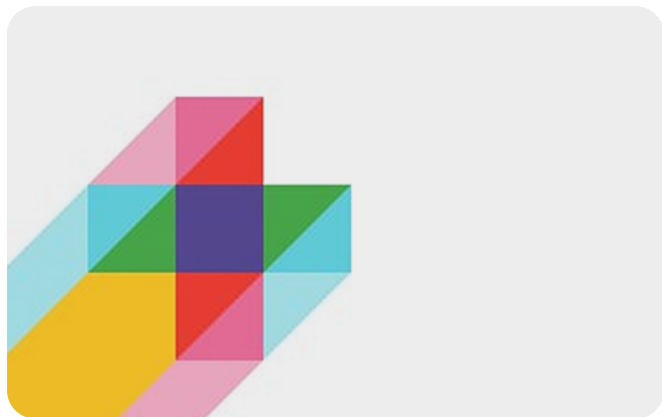
Automated complex ETL pipelines, eliminating manual processes

Enabled on-demand analytics with high availability and scalability

Achieved 30% time and cost savings through a modern cloud architecture

Client

is a global network of marketing and advertising agencies operating across North America, Europe, the Middle East, and Asia Pacific. Dedicated to delivering measurable business results, Plus Company empowers brands through innovative strategies, data-driven insights, and creative excellence. As the organization's digital initiatives expanded, modernizing their data infrastructure became essential for sustaining their competitive edge and scaling operations worldwide.

Challenges

Plus Company faced significant challenges with their on-premises data warehousing environment. Their legacy architecture was:

- **Costly and Labor-Intensive**: Maintaining the platform required significant manual intervention and deep legacy knowledge, creating bottlenecks and operational inefficiencies.
- **Approaching End-of-Life**: The existing systems were aging and lacked scalability, putting future business continuity at risk.
- **Data Bottlenecks:** The platform struggled to handle the volume and complexity of daily data extracts and transformations, slowing down analytics and reporting capabilities.
- **Limited Analytics Flexibility:** Business teams needed faster, more flexible, and on-demand analytics to support timely, data-driven decision-making across a global footprint.

The Client recognized that transforming their data infrastructure was critical not just for performance, but to enable advanced analytics and future AI/ML initiatives.

Solution

Munvo's solution was to design and implement a comprehensive cloud migration strategy leveraging the capabilities of **Google Cloud Platform (GCP)**:

- **Automated ETL Pipeline:** Using a Python-based framework hosted on GCP, Munvo implemented an automated ETL pipeline that ingests raw data from Plus Company's source systems, cleans it, and transforms it into analytical metrics based on business requirements.
- **Serverless Data Orchestration:** Dataflow jobs, orchestrated through Cloud Workflows, handled intensive ETL processes and authentication steps, eliminating the need for manual oversight.
- **Cost-Efficient Data Storage:** Cloud Storage was used as an intermediary layer between data ingestion and BigQuery, optimizing performance and cost-efficiency for large data sets.
- **Advanced Analytics in BigQuery:** Transformed data was loaded into distributed tables in BigQuery for analysis, and select tables were exported into Google Sheets for easy reporting and visualization.

This modern architecture not only streamlined Plus Company's current processes but positioned them to explore AI and machine learning capabilities offered by GCP in the future.

Benefits

The migration delivered substantial benefits to Plus Company:

- **Cost and Time Savings:** Transitioning to GCP's serverless architecture resulted in estimated 30% savings in both time and operational costs for compute and storage management.

- **Operational Efficiency:** Previously manual and time-consuming processes are now automated on a recurring schedule, freeing resources to focus on higher-value strategic initiatives.

- **Scalability and Reliability:** GCP's elastic infrastructure ensures high availability and the ability to handle growing data volumes seamlessly, without the limitations of legacy hardware.

- **Enhanced Reporting Capabilities:** Plus Company can now generate frequent and on-demand reports, enabling faster insights and more responsive decision-making.

- **Simplified Maintenance:** Continuous logging and monitoring through Cloud Logging simplifies maintenance, making system debugging and oversight significantly more efficient.

🎇 Results

- ✅ Migrated three enterprise data marts to GCP, unlocking modern cloud capabilities
- ✅ Automated ETL processes eliminated manual intervention and reduced operational overhead
- ✅ Achieved 30% savings in time and costs compared to the on-premises environment
- ✅ Enabled flexible, on-demand analytics and future readiness for AI and ML initiatives
- ✅ Improved system reliability and reduced business risks through high availability and scalability

> We're proud to have led the successful migration of three enterprise data marts to Google Cloud Platform, achieving time and cost savings of 30%. This transition has empowered Plus Company with efficient reporting capabilities and unlocked the potential for advanced big data analytics across their enterprise data.
>
> **— Munvo Team**

Getting in Touch

Online
www.munvo.com
Munvo Linkedin

Sales
sales@munvo.com
+1.514.223.3648