



Stabilizing and Modernizing SAS CI 360 Through Multi-Phase MarTech Transformation



Reliable, production-ready SAS CI 360 foundation with reduced downtime and faster issue resolution



Lower infrastructure costs through right-sized servers and optimized platform usage



Clear modernization path enabled through validated Databricks-to-SAS integration



Client

A global, enterprise-scale food retail organization operating at scale across multiple regions, managing high-volume marketing communications and complex data environments. The organization relies on SAS Customer Intelligence 360 and the SAS 9.4 platform as core components of its MarTech stack to support campaign execution, operational stability, and long-term modernization initiatives.

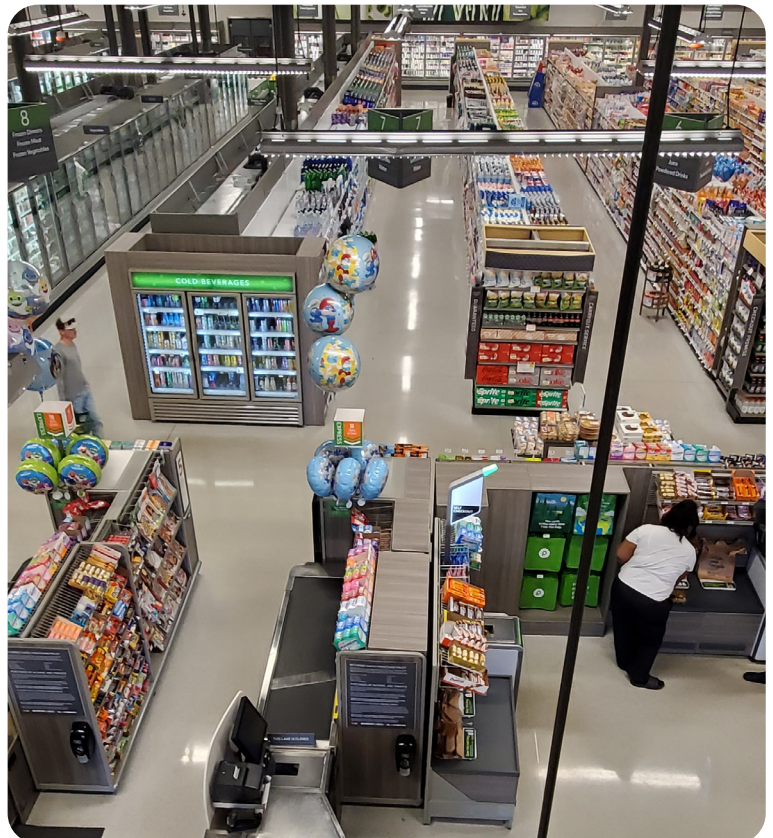
Given the scale of marketing operations and data volumes involved, platform reliability, cost efficiency, and future-readiness were critical to supporting ongoing business priorities.

Challenges

The client was experiencing recurring operational issues within their SAS MarTech environment. Production outages caused significant marketing downtime, while limited monitoring and alerting made it difficult to detect and respond to issues quickly.

In addition, the platform infrastructure was oversized relative to operational needs, resulting in unnecessary infrastructure costs. The client also faced challenges with data duplication, as large volumes of data were replicated from their Databricks data warehouse into intermediary databases to support SAS CI 360 use cases.

As the organization pursued broader MarTech modernization goals, they needed expert guidance to stabilize their environment, reduce risk, control costs, and validate future-state architecture—without disrupting ongoing marketing operations.



Munvo Solution

Munvo partnered with the client through a multi-phased modernization and stabilization approach, combining assessment, implementation, optimization, and ongoing support.

Key solution pillars included:

- **System health check and stabilization**

Munvo conducted a comprehensive review of the client's SAS CI 360 and SAS 9.4 environments to identify root causes of downtime, performance issues, and operational risk. Recommendations included software updates, alerting improvements, and configuration adjustments.

- **Non-production environment enablement**

Munvo led the implementation of non-production environments for both SAS CI 360 and SAS 9.4, allowing marketing and IT teams to safely test enhancements and campaigns before deployment, significantly reducing production risk.

- **Infrastructure right-sizing and cost optimization**

Munvo supported the client in resizing oversized servers and related infrastructure, aligning capacity with actual usage requirements while maintaining performance and reliability.

- **Platform upgrade for long-term support**

To ensure ongoing vendor support and platform stability, Munvo led the upgrade of SAS 9.4 from version M7 to M9, extending the supported lifecycle of the client's SAS investment.

- **Databricks integration proof-of-concept**

Munvo implemented a proof-of-concept to validate direct integration between SAS CI 360 and the client's Databricks data warehouse, demonstrating a path to reduce data duplication and eliminate unnecessary infrastructure.

- **Embedded run services and operational support**

Throughout all phases, Munvo operated as an extension of the client's marketing operations team, working within their Agile model and providing ongoing technical and operational support, including issue resolution, access management, and SSO enablement.



Benefits

The engagement delivered both immediate stabilization and long-term value:

- Reduced marketing downtime and faster issue resolution through improved monitoring and platform health
- Lower infrastructure and operational costs through optimized server sizing
- Reduced risk through non-production testing environments and supported software versions
- Greater confidence in the SAS CI 360 platform as a foundation for future MarTech initiatives
- Clear validation of modernization feasibility through Databricks integration



Results



Reduced monthly server maintenance downtime from **approximately 2 hours to minutes**



Improved response time for certain issues from **up to 4 hours to under 5 minutes**



Achieved **\$25,000 in annual infrastructure cost savings** through server downsizing



Successfully upgraded SAS 9.4 to a supported version, extending platform viability



Validated a future-state architecture reducing data duplication and infrastructure dependency



Munvo is pleased with how we were able to help our retail client simultaneously stabilize their SAS CI 360 environment and move forward with their MarTech modernization goals. By addressing operational risk, optimizing infrastructure, and validating future-state integration, we helped create a foundation the client can rely on as they continue to evolve their marketing capabilities.



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