



MODERNIZE TO MONETIZE

The analytics platform case study

Hello,

We can help accelerate your AI/ML innovation charter

“Organizations can no longer afford to be content with a traditional analytics platform investment that doesn't contribute to their innovation charter. The risk of not acting or acting in yesterday's innovation paradigms are far too great.”

Group Delivery Head and Partner,
GJ Cloud Solutions

MODERNIZE TO MONETIZE

How GJ Cloud Solutions helped big tech giant's FastTrack team modernize their analytics platform.

The FastTrack analytics team is the one-stop-shop for all data and enterprise analytics related to end-user-computing product stack spanning from various applications and security software. The reporting and analytics produced by the team drives the entire business operations of the FastTrack organization, partners, other internal departments like sales & marketing, customer success and customer service departments, etc. The reporting and analytics is also heavily used by the ELT and SLT.

The complex landscape of the Fortune 500 business lent to an analytics platform comprised of over 15 different applications and more than 380 databases. In the summer of 2022, leadership decided to modernize the platform due to security, agility, innovation and optimization concerns. The current landscape severely limited their ability to launch major AI/ML projects and other innovation initiatives.

THE Problem statement

Silo-ed application landscape and teams

Redundant, monolithic and disconnected data sets, compute engines, design practices, etc. Additionally, silos meant multiple versions of the truth across the different applications as well.

Performance issues

Data processing of a billion rows took 5+ days. The entire landscape had to be restricted to the top 380k FastTrack customers due to performance constraints

Evident lack of agility

Data mart implementation took 1 year. Data warehouse clean-up took 2 years, and the least complex enhancement took 8-12 weeks

THE Solution

Why us

Leading up to the modernization program, the incumbent vendor(s) had taken almost three years to upgrade just one of the 15 applications in the landscape. Frustrated at the lack of progress, GJ Cloud Solutions was entrusted with the remaining work. GJ took over the program in month 22 of 24 and completed the remaining 40% of the scope in just two months.

As a result of this success and the ensuing credibility, GJ was invited to bid on the modernization proposal. GJ's innovative solution approach, system design, lean implementation plan* and aggressive timeline helped us win the project.

What we did

GJ Cloud Solutions built MIDAS, a one-of-its-kind cloud analytics platform, in 18 months. MIDAS was built on four key design cornerstones – a flexible, dynamic, scalable **data ingestion framework**, a Massively Parallel Processing (MPP) driven **data processing engine**, a secure and scalable **data storage layer** and purpose fit **analytics architecture**.

MIDAS was built on the Microsoft Azure cloud platform using **ADF** and **Synapse DW** for data movement and processing, **ADLS** for storage, Purview for data quality, **Power platform** for analytics, **Synapse Spark and ML studio** for AI and ML and **Open AI** for generative AI and **Microsoft Fabric** for user empowerment and advanced analytics. The impact MIDAS made on the business is shown in the table below.

How we did it

We differentiated ourselves in our implementation approach through three aspects:

Product: Our strategy consultants immersed themselves into the big tech giant's team to learn and become SMEs of the business, processes, and data themselves.

Engineering: Our architects and engineers leveraged their extensive experience in the Microsoft Azure stack building MPP architectures to design a flexible, dynamic, scalable, and high-performing solution.

Execution: Our Project Managers followed a true agile approach, developing the solution in a modular fashion rather than monolithic (slices not layers).

THE Financials

\$8.1M

PROJECT
COST

\$19.6M

NPV

127%

IRR

\$29.0M

NET
BENEFITS

* The competing proposals' implementation plans were four times as long and twice as expensive as GJ's

WHAT

Leaders are saying about our work

“

This is beautiful, it has to be done like this; awesome slide on Y/Y improvements.

Reduced costs, increased security, faster development – what's not to like?

~ Kirk Koenigsbauer, COO-CVP,
Data platform + Growth

“

This is a big investment for the team which is another reason I wanted to share the work, the learnings and the benefits. Great work and awesome partnership.

~ Catherine Boeger, CVP Growth
+ Experience

“

The numbers here are clearly order of magnitude changes towards reducing security risk, cost, system simplification and processing capabilities.

~ Jeff Nickel, VP, FastTrack

THE Impact (MIDAS fact sheet)

ASSETS

99% IMPROVEMENT

From 318 Databases to 3

100% IMPROVEMENT

From 2000+ Pipelines to 10

VOLUME & PROCESSING

Processing time per billion rows of data from 7200 min to 11 min

100%

IMPROVEMENT

Data volume per year from 1.7B rows to 5.1B rows

300%

IMPROVEMENT

Customer (Tenants) Supported From 380K to 197M

51,742%

IMPROVEMENT

FOOTPRINT

Number of Azure Platform services from 2731 to 230

92%

IMPROVEMENT

From 1874 to 24 Virtual CPUs

99%

IMPROVEMENT

Information model (Table count) from 1500+ to ~90

94%

IMPROVEMENT

Azure infrastructure costs from \$2,100K to \$700K

67%

IMPROVEMENT

SUSTAINED ENGINEERING

Restatement of a service from 2 months to 1 week

89%

IMPROVEMENT

Annual maintenance activities from 3-4 months to 2-3 weeks

84%

IMPROVEMENT

RUN COSTS

Run/Operate resource count from ~80 to ~28

65%

IMPROVEMENT

INFRASTRUCTURE

MAINTENANCE COSTS

DATABASE & ETL

Ingesting a new service from 8 weeks to 5-10 days

93%

IMPROVEMENT

A complex business scorecard feature from 8 weeks to 1-2 weeks

80%

IMPROVEMENT

REPORTING & ANALYTICS

A complex dashboard from 12-16 weeks to 2-3 weeks

83%

IMPROVEMENT

A simple dashboard from 2-3 weeks to 2-3 days

85%

IMPROVEMENT

DEV COSTS