

# Case Study

## MEDIA CONGLOMERATE

Infoworks

### Company Background

A 100-year-old media conglomerate with cable TV, TV stations, magazines, newspapers and digital media needed to consolidate reporting for 60 business units.

### The Challenge

A major media conglomerate had grown through acquisition over the past one hundred-plus years. The CTO was interested in answering what he thought was a simple question, “What is the IT spend across the 60 divisions I am responsible for?”

They had tried multiple times to create an automated process to establish a consolidated 360-degree view of their IT spend, but had repeatedly failed. Using a traditional enterprise data warehouse with ETL technology was estimated to take two data engineers at least 12 months to complete and required significant up-front planning to define a common schema. Just getting initial cooperation from each division was an exercise in herding cats. In addition, as part of the data consolidation, they also wanted to retire legacy mainframe systems as they moved to a more modern cloud-based platform.

The CTO had read about the potential of using a more modern approach based on the cloud and newer technologies like Hadoop and Spark. Unfortunately they lacked the skills in-house and also found it difficult to recruit the kind of data engineering talent required to be successful.

### The Solution

With the emergence of big data solutions in the cloud, it was clear that moving to an Azure cloud-based solution would significantly simplify getting a big data infrastructure up and running. However, it still didn't address how they would develop the data pipelines that would be used to ingest and transform the data, prepare it for high speed querying, and then ultimately monitor and manage the pipelines on an ongoing basis.

#### CASE STUDY MEDIA CONGLOMERATE

##### Challenges

- Needed to consolidate reporting and analysis across 60 divisions
- Hand-coded automation and traditional data warehouse approaches were too rigid and slow
- Lack of skilled big-data engineers

##### Results

- 4 weeks from initial project start to completion
- 1 data engineer completed the project from start to finish
- 35,000 tables ingested and processed

##### Business Benefits

- Technical spend analysis to support IT investment decisions completed
- Existing employees now have the skills to implement big data-based analytics projects
- Poised to add more analytics use cases very quickly

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## The Solution (continued)

The company used Infoworks DataFoundry to build and deploy an end-to-end solution that automated their big data business intelligence analytics workflows. The software was installed in a matter of hours and after 4 weeks of implementation effort, the tech-spend analytics dashboard was completed. Because of the flexibility and agility provided by the combination of Infoworks and Azure HDInsight, they were able to add new data sources in an agile approach, and continuously enhance the data models as they went along. The up-front planning required in more traditional EDW implementations was eliminated. The complete solution included ingesting data with change data capture from 60 divisions and 12 different data sources including data from Oracle, DB2, Essbase, Salesforce.com, and flat files that were located both on premise and in the cloud.

The full configuration included building transformation pipelines to integrate the data and then generate in-memory models and cubes to ensure high-performance end user query performance. The entire environment also tracks and captures changing data from the sources and provides a complete operational dashboard that monitors the status of the production environment, orchestrating the production data flows and ensuring system process uptime by starting, stopping and restarting system processes... all automatically.

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## About Infoworks

Infoworks provides the first Enterprise Data Operations and Orchestration (EDO2) software system to automate the development and operationalization of data pipelines from source to consumption in support of business intelligence (BI), machine learning (ML) and artificial intelligence (AI) applications. Infoworks' code-free development environment allows organizations to develop and manage end-to-end data workflows, or migrate existing data and workflows, without requiring an army of big data experts. Infoworks delivers capabilities to automate and simplify development of data ingestion, data preparation, query acceleration and ongoing operationalization of production data pipelines at scale. Infoworks supports cloud, multi-cloud, and on premise deployments, enabling customers to deploy projects to production within days, dramatically increasing business agility and accelerating time to value.

“ With Infoworks, we are able to implement data analytics projects without having to hire big data experts. These are people with skills that are hard for a 100-year-old media company to attract. Eliminating that need allows us to leverage our data just like our younger competitors.

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## The Result

The media company achieved a 24x improvement in time to deployment relative to their system integrator estimates. More importantly, they have the ability to implement future projects without requiring an army of big data experts. The level of automation provided by the Infoworks software makes it possible for their in-house talent to quickly develop, deploy and manage new analytics use cases as their business and data analytics needs continue to evolve.