



Digital Media Company Rapid Migration to Netezza

Business Challenge

This global leader in Digital Media built a Financial DW using SQL Server and SSIS. This environment was the trusted source for financial data provided to the company's executives and finance team.

Although this solution worked well for the financial data, it was not scalable for the data volumes and complexities of click stream and other online data. A Netezza Performance Server was chosen for the long term solution, and after an initial new subject area was built on the Netezza platform, it was time to migrate the Financial data off of SQL Server and SSIS. The DW team knew that the migration had to be done quickly and correctly to satisfy the needs of the business and to prevent down time during the transition, while their existing resources maintained the current solution.

"Without Brightlight's Experience and their ELT Framework the Migration could have never happened this quickly and been successful"

- DW Director

Solution

Our solution was to leverage Brightlight Consulting's deep portfolio of Netezza experience and their ELT Framework to complete the migration and provide the foundation for ELT processing. We converted all existing data and schema from the Financial DW, while implementing a slightly optimized data model. All existing SSIS code was migrated to the ELT Framework and the Business Objects Universe was pointed to the new Netezza environment.

The client used an Agile/Scrum approach exclusively for IT work and this migration project was performed under these guidelines. The project this same approach, with one week sprints. Brightlight Consulting managed and performed all tasks required for this project including, parallel testing and user acceptance testing.

Outcome

The migration to Netezza was completed in 6 weeks, versus an estimated 12-15 weeks by other vendors. The new solution provided a number of capabilities not present in the existing environment, including; moving to daily feeds/processing versus weekly for some data: new auditing, balancing, data quality checks and control functionality in the ETL via implementation of capabilities built into the ELT Framework: 30% faster nightly processing; and source system data acquisition is now pull (vs. push) - giving the DW team more control over how data is acquired.

The client has continued to expand their DW footprint on Netezza thanks to the functionality of the ELT Framework and a solid DW foundation, standards, and processes implemented by Brightlight Consulting.

Business Intelligence Services

Brightlight Consulting is a Business Intelligence and Data Warehousing consultancy dedicated to helping our clients get exactly the **right information - to the right people - at the right time**, to empower decision-making that will significantly improve profitability, cost efficiency and competitive advantage. Brightlight brings deep technical knowledge of all the latest BI tools, but our experience tells us Business Intelligence technology is only as effective as the strategy it fulfills and the people it enables.

Brightlight Consulting's success is based on the belief that building a consulting firm exclusively focused on Business Intelligence Services will attract a community of deeply experienced consultants with a passion for Business Intelligence and Data Warehousing. In turn, we are able to bring our clients a depth and breadth of capability and a commitment to deliver with uncompromising dedication to quality and integrity.

Brightlight's portfolio of Business Intelligence Services can help you build an information strategy to monitor your KPI's, architect and design your BI or DW solution, and develop a solution using the most cost effective technology available. We can then deploy the solution making sure improved business processes are enabled along the way.

Brightlight is able to deliver a full lifecycle solution, or you may utilize our expertise for a focused portion of your project that will benefit most from our experience. If any of the following service offerings can be useful to your business, we would be happy to discuss your project or business need.



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