Case Study

Media Supply Chain Company Reduces Costs with AWS Cloud Analytics

A provider of media supply chain and e-commerce services was using an on-premises analytics solution but was struggling to adapt it for the AWS cloud.

Technology

- AWS RDS
- Amazon QuickSight BI
- Amazon CloudWatch
- AWS Data Pipeline

The Challenge

The client had already migrated its analytics to the AWS cloud, however the new solution didn't take full advantage of AWS capabilities. As such, the client's pain points included:

- Lack of scalability
- Costly licenses and servers
- Certain technical limitations
- Report delays
- Little monitoring capability

The Solution

Datavail helped the client build a completely serverless AWS cloud solution for dataset delivery, slashing costs and eliminating an IT bottleneck:

- Existing data sources are first placed in Amazon S3 staging areas, and then migrated into Amazon RDS data marts.
- The Amazon QuickSight BI and Amazon CloudWatch tools are enabled.
- Datasets can be easily transferred and delivered using S3 buckets and the AWS Data Pipeline service.

The Results

The client now enjoys a powerful ETL workflow that leverages the entire AWS ecosystem:

- Amazon QuickSight BI enables users to run queries and self-service analytics.
- Key decision-makers get timely, scheduled reports in their email inboxes.
- The entire AWS environment is monitored using the Amazon CloudWatch tool.
- Costs are reduced across the analytics environment.