Prolifics®

Gaming Company Reduces Reporting Time from Days to Minutes

Database migration cuts costs and increases workplace flexibility

CLIENT | CHALLENGE | ACTION | RESULTS | TECHNOLOGY

Our Client

Our client, a large, national gaming corporation (NGC), is a gaming and hospitality company based in the Southwest and is currently comprised of more than 25 properties in multiple states. Prolifics is working with NGC to modernize its systems, many of which are older legacies that don't communicate well. We're also providing managed services to ensure NGC does not experience technology gaps as it continues to grow.

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>
> **– Varun Maddula, Principal Data Architect at Prolifics**

Challenge

Our client was using a legacy, on-premises data warehouse. This meant they were relying on an older database that could only be accessed and managed from their workplace. This posed monetization challenges to our client, given that they would need to continue spending money on all of the updates and software necessary for keeping this outdated system up and running. As Varun Maddula, Principal Data Architect at Prolifics, explains, "They have a lot of redundant data sources that they want to get rid of. They want to apply data retention policies and implement data quality because they already have a lot of data quality challenges. They want data that can be trusted when they look at it so they can make proper business decisions."

Our client also needed to pay large groups of employees to develop business intelligence (BI) reports using self-service tools. However, they had to issue a service request for those reports to be completed, and it often took numerous days for those results to be delivered back to them.

Action

Due to previous successes, our client developed a sincere level of trust in our expertise and recommendations. This same trust is what ultimately led them to recently choose us to help them migrate to a more modernized SQL server where they could load up and instantly access all of their self-service tools and corresponding reports. We conducted a five-week workshop that was geared towards advising them on the best approach to take, with Snowflake Data Cloud being one of them. Varun further elaborates on this process:

"We put together a future state proposed data architecture that was approved by our client's leadership team. Our client then began to express their interest in implementation, asking questions such as, 'How much time is it going to take?...What is the duration?...What is the resource plan?'"

This eventually progressed to our client asking us for assistance with migrating to the Snowflake platform. Varun explains how we've accomplished this migration so far by stating, "We were the persuaders in the midst of everything. We were an advisor who connected them with the workshops and gave them a flexible approach instead of doing a 'big bang' thing. We began by setting up the infrastructure, then moving partial data domains. In phase three, we'll move additional data domains and continue on from there."

Our client felt that migrating to Snowflake was the best option for them for many reasons, including having witnessed previous demonstrations of its success in action. According to Varun, "Snowflake is generally known as a good Cloud-native data warehouse technology, given its benefits of data security, data masking, etc. Its other capabilities include virtualization and the ability to ingest relational and semi-structured data. Our client wants to take advantage of all of those features."

Today, we continue to assist them as implementers of Snowflake, including preparing them for what's to come, as it currently resides on Amazon Web Services. As Greg Kordelski, Client Success Director for Prolifics explains, "Their migration effort was the biggest piece of that puzzle, and we've been awarded all of it to date."

We've been providing services to our client since 2017. One of our most notable engagements with them was during the COVID-19 pandemic. **In this case**, we recommended a new managed services plan for prioritizing and managing their IT tasks while being cost-effective to their dramatically reduced budget. **In a more recent opportunity**, we held workshops with the client to help them determine what their data and cloud transformation should look like. These workshops equipped them with the knowledge and confidence they needed to begin implementation.

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Results

Ever since we started migrating them to Snowflake, our client regained a new sense of flexibility in the workplace. Greg sums this up best as, "Now, they can branch out and choose whatever software they want and it will plug in, including data governance and holistic data governance. This is something we're working on with them right now, and we've got a statement of work that's about to go out the door." Our efforts also allowed our client to start monetizing their data. As Greg explains, "It's not about selling their data, but about each group using the data into what value are they getting out of it so they can start to have internal purchase orders (POs)."

In other words, if you're going to use services offered by the organization, they internally service a PO to you, which makes you fully responsible for the cost of the services the organization provides. "No money's getting handled back and forth, obviously," Greg adds, "but they can say, 'Hey, you guys used 180 hours last month of this resource to do this work." This allows our client to monetize their data and see the value of their employees by making sure they're not just waiting to replicate a report that could be done in 10 minutes instead of taking a week or longer. Varun expands on this by pointing out the click replicate feature provided by Snowflake. He asserts, "They're using data build tools (DBT) for transformations, which includes click replicate for reporting."

Results (cont.)

This means that the client can now, as Greg says, "Do things on a more custom level to what they want by clicking and dragging instead of putting in a service request." All of this creates a better, faster, cheaper approach for our client, in that they no longer have to invest in and wait for assistance from developers that would normally take days to receive. According to Varun, one of the biggest achievements we've obtained for our client in helping them migrate to Snowflake is end user experience. He explains, "The data in Snowflake is clean with all data governance functions having been applied, including data stewardship, data quality, and data lineage. This allows consumers of the data to be much more authoritative in their decision making because of the clean data they see in Snowflake now."

Since migrating our client to Prolifics, we've signed additional business to do a Collibra implementation in a data governance framework for the client. As Greg says, "We've been building these bridges since 2017. There's always bumps in the road, but we're continuing to make significant advances and are lucky to be able to assist our client on so many different parts of their Snowflake journey."

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Technology

Snowflake is a single, global platform that operates the Data Cloud. It is specifically designed to create global relationships between businesses, across any form or span of data and diverse workloads, as well as enable seamless data collaboration.

About Prolifics

Prolifics is a global digital engineering and consulting firm helping clients navigate and accelerate their digital transformation journeys. We deliver relevant outcomes using our systematic approach to rapid, enterprise-grade continuous innovation. We treat our digital deliverables like a customized product – using agile practices to deliver immediate and ongoing increases in value.

We provide consulting, engineering and managed services for all our practice areas — Data & AI, Integration & Applications, Business Automation, DevXOps, Test Automation, and Cybersecurity across multiple industries — at any point our clients need them. Visit **prolifics.com**

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