

Managing Data for a rapidly growing broadline distribution company

Company	A leading Broadline distribution	Goals	Consolidate disparate data sources
Headquarter	Richmond, VA		Reduce time to onboard new M&As
Industry	Food & Staples Retailing		Provide a data lake for business analytics
Sector	Consumer Staples		Find an alternative for their DW technology

A leading broad-line distribution company, through its subsidiaries, markets and distributes more than 160,000 food and food-related products from 83 distribution centers to over 170,000 customer locations across the United States. More than 18,000 its employees serve a diverse mix of customers, from independent and chain restaurants to schools, business and industry locations, hospitals, vending distributors, office coffee service distributors, retailers, convenience stores, and theaters.

The company has increased its sales force to meet aggressive sales targets. Apart from aggressive sales targets, the company is using horizontal, forward, and backward integration to expand its business.

THE CHALLENGE

Integrate multiple legacy systems and reduce time to integrate new M&A to EDW

The company consists of three major segments and each segment has its own separate IT applications. The company acquired two distributors with more than forty distribution centers this year which increased the distribution centers located to more than a hundred twenty locations and more than seven heterogeneous data sources for each business function. Their existing enterprise data warehouse brought data from four source systems, but it was not enough for enterprise reporting and analytics. It took more than a year to onboard one M&A data due to political, operational, and technical challenges. There were separate teams to manually collect the data from M&A not in Datawarehouse and consolidate the report manually to submit to Corporate management.

Merger & acquisition of new companies led to additional heterogeneous data sources, exponential growth in data volume, & increased demand for centralized reporting. Existing data warehouse data technology hit the threshold to support the existing systems.

Business analysts from Sales and marketing demanded a temporary space to bring data from multiple sources for analysis. Many of these analyses include the analysis needed to design product offerings or creating a new revenue stream. The company needed a technology that could easily integrate with a system on cloud or on-prem.

Netezza is the enterprise data warehouse data storage technology. IBM already announce the end-of-life for Netezza. The company wanted to find a replacement for Netezza by the end of 2020.

[The Architecture Before Snowflake is in: Appendix A](#)

THE SOLUTION

A modern data warehouse - Snowflake + A trusted Implementation Partnership - Apptad

Solution Roadmap:

Apptad Team developed a solution roadmap and suggested implementing a cloud-based modern technology. It recommended Snowflake for data technology.

Apptad Team helped the customer in defining the problem statement, quantifying the business value to measure the Implementation success, refining the solution roadmap to incorporate snowflake, implementing the Snowflake, and establishing the data governance team.

Data Onboarding Frameworks:

Apptad Team designed data onboarding frameworks to onboard the data from newly procured companies and utilized Snowflake pipes to ingest data into Snowflake.

Snowflake Partition:

A separate Snowflake partition was given to each business segment including Sales, procurement, finance for the ad-hoc analytics and intradepartmental reporting.

Each user gets a temporary space to load and profile data from various sources to generates business insight. Apptad is training users and supporting the implementation.

[The Snowflake Architecture is in: Appendix B](#)

THE RESULT

Immediate Results Translate Into Business Benefits:

Scalability & Enhanced Load Process:

The implementation of the data onboarding framework reduced the M&A data onboarding to an enterprise data warehouse by 400%. We utilized snow-pipes for load most of the M&A data to Snowflake and minimized the need for ETL developers.

Better Analytics & New Revenue:

Sales, Marketing, and National account team used the workspace in the cloud to analyze the customer data and derive insight from it. One of the managers confirmed that the tool and Apptad technical expertise helped them in converting six large prospects to customers generating three million in revenue per year.

Faster Business Decisions:

Power BI and Alteryx use Snowflake data for reporting and building models. The new product suite helps the user to get faster access to data, profile it is using Alteryx, and present the result using Power BI to gain competitive advantage and make data-driven decisions.

THE NEXT STEPS

The company is planning to move its entire data warehouse to Snowflake and retire IBM Netezza by the end of 2020. They initiated the Machine learning division which will use data from Snowflake to predict. The company extended its partnership with Apptad for full implementation.

[The Future State Snowflake Architecture is in: Appendix C](#)

WHY APPTAD ?

Competent & Customer Centric Consultant:

Apptad has the Expert consultant for analyze, design, implement new solutions and to accelerate migration. Primary focused to solve critical problem with right and timely solutions, structure and optimize planning and implementation activities;

Industry Standard Solution:

Apptad Consultant recommend and implement best practices to meet Client's technology and business objectives. Our Engagement, Delivery and Advisory Services Team deploys a powerful combination of data architecture expertise and advanced technical knowledge of the platform to deliver high performing data strategies, proof of concepts and migration projects.

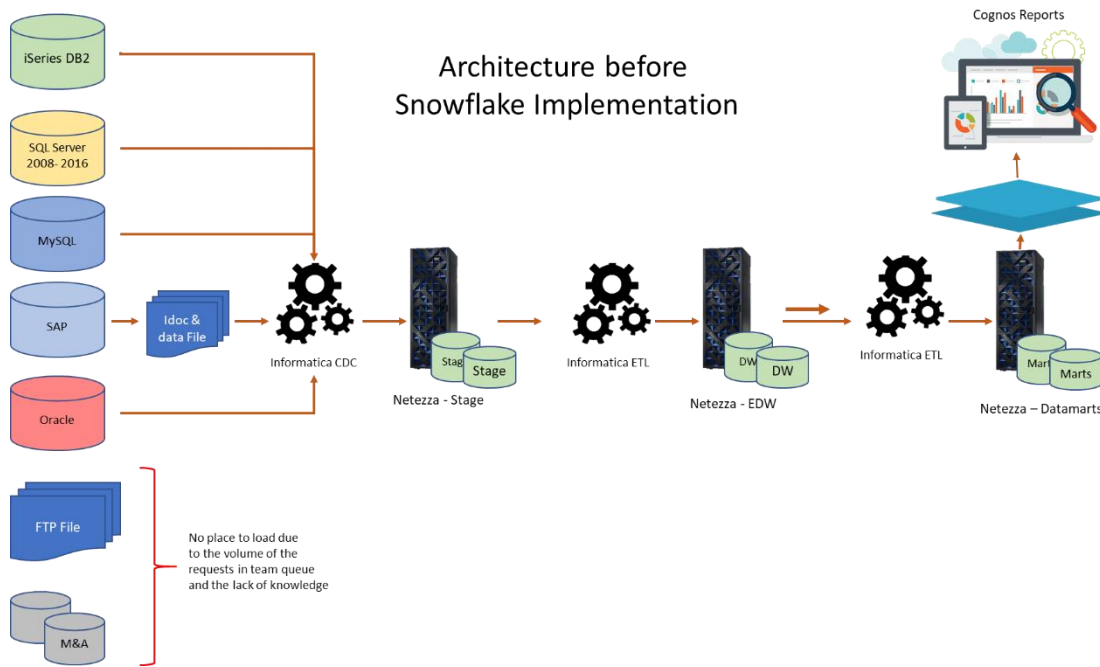
Tool Capability:

We have also built a data ingestion tool to automate and accelerate the migration process. Whether your organization is fully staffed for a platform migration or you need additional expertise, Apptad has the skills and tools to accelerate your journey to cloud-built data analytics, so you can reap the full benefits of Snowflake quickly.

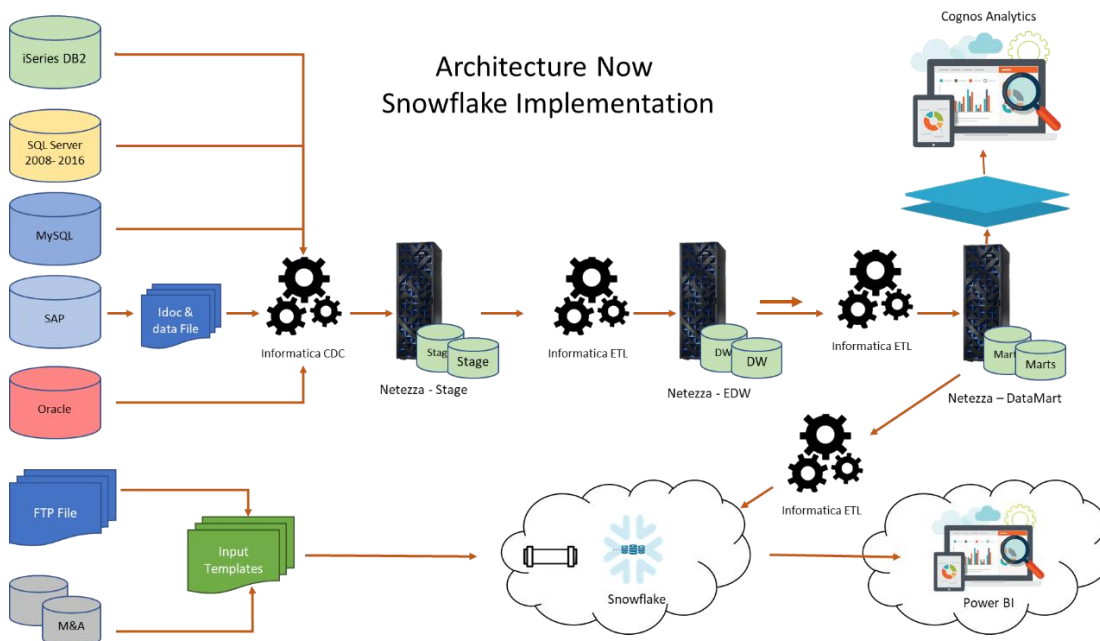
Apptad Services:

- [DataManagement Consulting Services](#)
- [Analytics and Data Visualization Solutions](#)
- [Application Development & Integration](#)
- [Artificial Intelligence Solutions](#)
- [Robotic Process Automation](#)

Appendix A: Architecture before Snowflake Implementation



Appendix B: Architecture Now - After Snowflake Implementation



Appendix C: Architecture – Target State

