

US Video Commerce Leader Gains Azure Advantage for Scalability, Performance and Cost



ABOUT THE CLIENT

The client is a US based video commerce leader with 13 networks and 380 million subscribers across the US, UK, Germany, Japan, Italy and China. They provide a seamless shopping experience on websites, mobile apps and social platforms for products ranging from home and fashion to beauty, electronics and jewelry.

WHAT WAS NEEDED

- Unified data technology landscape for efficient business analytics, high scalability and best performance
- Migration from Netezza on-premise platform for seamless technology management
- Optimized cloud solutions for faster GTM and reduced technology upgradation costs
- Consolidation of technologies to manage redundancies and reduce internal IT efforts

SOLUTION

- ITC Infotech designed a data landscape on Azure and migrated workloads from Netezza
- Remodeled and re-architected the on-premise system with a unified data lake on Azure
- Deployed a scalable Ingestion Service Platform
- Built unified data model, leveraging ETL and reporting to integrate customer data across markets
- Planned a phased migration to provide analyzable data to generate business insights faster
- Deployed proprietary frameworks and reusable components including Rule based controls, Audit trail, Exceptions handling, Logging and Error handling to accelerate GTM and optimize cost
- Extended support for ADF, Databricks, PySpark and Microstrategy on cloud for BI Dashboards
- Implemented collaborative delivery model and joint quality gates for better performance

RESULT

- Significant reduction in cost with Azure and reusable components
- Enhanced scalability and availability of platforms
- Consistent platform performance with expert support
- Ease of technology management
- Faster GTM with dedicated migration frameworks
- Reduced dependency on internal teams with Azure Managed Services

ABOUT ITC INFOTECH'S PLATFORMS OF INTELLIGENCE CAPABILITIES

As part of our Platforms of Intelligence capabilities, we help businesses embed continuous intelligence at speed and scale across different functions, using AI and Data Science capabilities and transform them into a digital next enterprise. We provide data modernization services to help organization build a modern data platform as the core foundation for digital next enterprise. Our platform-based approach, deep domain, technology and practitioner's experience have enabled some of the largest global enterprises to derive and amplify value from their insight's initiatives – customer, marketing, supply chain, manufacturing and products. Our Our partnerships with best-in-class data and analytics vendors, design-led delivery and insight-led approachable us to delight our clients.