

Fortune 50 Company Empowers Its Decision Makers by Leveraging GCP

Case Study



Overview

Modernizing data storage and retrieval

A Fortune 50 multinational digital communications technology conglomerate, with 77,500 employees and an annual revenue of \$50 billion, was looking for an efficient solution to streamline the storage and accessibility of the company's blog content.

Zensar's brief:

- Enable blog images and topics to be stored on Google Cloud Storage (GCS).
- Leverage Google Dataflow to migrate and transform data into Google Cloud SQL for efficient storage and retrieval.

Beyond the brief:

Zensar delivered a scalable solution, assuming full ownership of these key elements:

- Data operations management
- Cloud-based data modernization

- Advanced data storage with GCS and Cloud SQL
- ETL pipeline automation with Dataflow, Agile, and DevOps methodologies



Challenges

Hurdles to faster and better decisions

The client's IT team was under pressure to implement a scalable solution to efficiently manage images and topics, enabling seamless integration for analytics and improved user experience. With business emphasis on flawless solution execution, the team needed expert assistance to help address multiple challenges:

- Lack of automation was resulting in excessive manual effort and inconsistencies.
- Slow data processing was inhibiting access to timely insights and decision making.
- Substantial infrastructure investments were needed to handle the exponential data growth.



Solution

Delivering greater speed, scale, and simplicity

As our client's technology partner, we collaborated with the client's team every step of the way, ensuring alignment with business priorities.

- **Enhancing experience:** Our data engineering team worked in tandem with the client's team to optimize both the solution outcomes and experience, with these key actions:
 - Design a solution approach that catered to the company's unique challenges, ensuring seamless integration across multiple sources and systems.
 - Assume full ownership of data operations management, focusing on dynamic monitoring and operational excellence throughout the project.
 - Adopt Agile methodologies to speed up solution delivery, iterating on key components to meet evolving business requirements and accelerate time to value.
- **Enabling scalability:** We ensured that the solution could easily grow with the business with these key actions:
 - Devise a cloud-based, data-driven modernization strategy that leverages scalable technologies.
 - Streamline the data architecture in line with industry standards.

- **Augmenting efficiency:** We enabled the client's team to focus on more strategic tasks rather than data wrangling and transformation with these key actions:
 - Engineer a futuristic data pipeline using Dataflow for automated ingestion, transforming unstructured data into structured forms that could be easily queried in Cloud SQL.
 - Leverage DevOps practices to automate the deployment process, ensuring consistency, scalability, and operational efficiency across environments, while minimizing downtime.
- **Driving data optimization:** We enabled real-time insights into blog performance and engagement with these key actions:
 - Adhere to industry best practices, including those outlined in the GCP Well-Architected Framework, to ensure continuous availability of data.
 - Create ETL pipelines to facilitate seamless transfer of blog image files and metadata from GCS to Cloud SQL, making it available for analytics and reporting.

Solution enablers

- GCS was used to modernize data operations and management.
- Google Dataflow was used to automate ingestion and cut manual effort.
- GCP best practices were used to ensure continuous availability of data.
- Agile methodologies were used to boost responsiveness and accelerate delivery.
- Best practices for GCP DevOps were used to automate the deployment process.



Impact

A boost to business confidence

According to internal benchmarks, these results were delivered:

- Manual effort was reduced by 70 percent.
- Data processing times were cut by 50 percent.
- Scalability was enhanced without heavy infrastructure investments.

Business outcomes:

The solution boosted business confidence with greater IT efficiency and scalability combined with real-time access to actionable insights that enable quick decision making.

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