

# Enhancing Data Platform: A Seamless Migration to AWS

Building robust AWS foundation with Databricks for a multi-brand pioneer

## Summary:

A leading multi-brand company sought to improve its data platform capabilities to drive efficiency across its brands. Sonata Software facilitated a smooth migration to AWS, integrating Databricks and other key services. The migration resulted in substantial cost savings, enhanced AI capabilities, and strategic alignment with business objectives, fostering innovation within the organization.

## Overview:

The client is a major multi-brand corporation headquartered in Minnesota, which uniquely combines a fintech entity with a direct-to-consumer fashion retailer. With around 1,700 employees nationwide, it stands as a top provider for individuals aiming to establish, strengthen, or restore credit through its fintech arm.

<b>Revenue</b> USD 1.5B	<b>Lines of business</b> Fintech, Direct-to-Consumer Retail Fashion	<b>Customers</b> Low to Middle Income End Consumers	<b>Destinations</b> 10
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## Pressure Points

The customer's IT division aimed to develop a data platform to enhance the foundation and help business growth across all its brands. Initially, the focus was on the fintech brand, with plans to expand to other brands thereafter.

<b>Deadline Risk</b> Failure to migrate to AWS could lead to avoidable expenses for customers and hinder AI/ML advancements.	<b>Efficiency and Growth</b> Not adhering to the enterprise's AWS transition strategy could delay the development and implementation of the data platform.
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## Solutions

As part of this initiative, Sonata meticulously built a robust AWS foundation with Databricks as the analytics platform. Sonata then facilitated the smooth transfer of the Databricks workspace and its data to the AWS Databricks foundation. Currently, the team is actively replicating this infrastructure across diverse environments and managing the data loading process.

<b>Building AWS Foundation</b> Established foundational infrastructure, networking, and security components on AWS.	<b>Identifying Application Migration Needs</b> Assessed and migrated applications to AWS using various approaches.
<b>CI/CD and IaC Implementation</b> Established CI/CD pipelines and infrastructure as a code (IaC) to automate deployment on AWS.	

## AWS Services Involved

Databricks integration with AWS	AWS Kinesis	AWS Redshift for data sources
AWS Secret Manager	IAM services	AWS Managed Services for infrastructure needs

## Sonata's Services: Pre and Post Migration

<b>Data Migration</b> From Azure Data Lake to AWS Data Lake	<b>Databricks Platform Re-architecture in AWS</b> Optimize performance and scalability	<b>Data Migration to Landing Zones</b> Organized and structured data in AWS Data Lake
<b>Data Security and Encryption</b> Protect sensitive data during migration	<b>CI/CD Platform Building</b> Automated deployment using IaC	<b>End-to-End Project Management</b> Managed the entire migration process

## Results

The successful migration to AWS resulted in several positive outcomes for the customer.

<b>Significant Cost Savings</b> Transitioning cloud platforms to AWS resulted in significant cost savings. Prevented unnecessary expenses for customers. Aligned seamlessly with the overall cloud strategy, fostering efficiency	<b>Enhanced AI/ML Capabilities</b> The integration of AWS Databricks enhanced the customer's AI and machine learning journey, capitalizing on the additional capabilities provided by the platform.
<b>Strategic Alignment</b> The migration marked a successful alignment of technology with strategic objectives, fostering efficiency, cost-effectiveness, and innovation within the organization.	