CASE OVERVIEW

The migration ensured the system has minimum manual intervention and is easy to debug, extend and modularize, resulting in low maintenance and better fault tolerance.
NEED AND CHALLENGES

1. The client offers one of the largest ad exchange, which is a global programmatic buying and selling platform

2. They wanted to optimize cost, and leverage the use of cloud by migrating from existing ETL pipeline

3. The existing system had inconsistencies in their implementation of business logic and this negatively impacted the availability of data

SOLUTION APPROACH

1. Ensured the system has minimum manual intervention and is easy to debug, extend and modularize, resulting in low maintenance and better fault tolerance

2. Created a parallel set-up in the cloud and made dummy tables in the environment to replicate the ETLs

3. Used Google Composer to manage workflow orchestration

4. The cloud composer pipelines are configured as directed acyclic graphs (DAGs) using Python

TECH STACK

ABOUT SIGMOID

Sigmoid is a Sequoia-backed leading Data Solutions company with offices in USA, Peru and India. With a rich experience in Open-Source and Cloud technologies, Sigmoid specializes in building innovative solutions in the Data Engineering and Data Science areas. Sigmoid enables Retail, CPG, BFSI, and High Tech data companies in their business transformation journey through Big Data and Analytics providing smarter, faster and more accurate data solutions at scale.

BUSINESS IMPACT

65%
reduction in data infrastructure expenses

15x
faster data availability

80 BN+
rows daily auction data