

Case Study

From Fragmentation to Consolidation

How Creating a 190 TB Modern Cloud-Based Data Lake in Just 6 Months, Empowered a Fortune 1000 CX Technology and Services Company to Harness Insights, Accelerate Innovation, and Drive Unmatched Customer Experiences

For a Fortune 1000 CX technology and services company, the need to create a modern data sharing architecture and consolidate customer experience interaction recordings data prompted a transformational journey. With a sprawling amount of data across various file systems and the challenge of data classification and management, the company sought a dynamic solution. Data Dynamics came to their rescue, implementing their powerful Mobility Module, which seamlessly created a 190 TB cloud-based data lake in just six months. This game-changing move allowed the company to enhance customer experience, unlock cost savings, and drive actionable insights for accelerated growth.



Business Need

Streamlining Data Sharing and Enhancing Customer Experience

- **Modern Data Sharing Architecture:** A need for a contemporary, efficient data sharing framework to streamline data accessibility.
- **Customer Experience Data Consolidation:** Consolidating customer experience interaction recordings data to gain valuable insights.
- **Data Lakes in S3 Cloud Object Storage:** Creating data lakes in the S3 cloud object storage environment to facilitate easy data sharing and management.
- **Integration with NICE Application:** Seamless integration of data lakes with the NICE application to enhance customer experience analysis.



Challenges Faced

Conquering Data Sprawl and Management

- **Data Sprawl:** Data spread across various distributed file systems, making data management cumbersome.
- **Data Classification:** The task of effectively classifying data to enable targeted analysis.
- **Data Sharing Complexity:** Difficulties in sharing and accessing data due to unmanaged data sprawl.



Solution Offered

Empowering CX Transformation with Data Dynamics

The Data Dynamics Mobility Module provided the perfect solution with the following capabilities:



Consolidation of Data

Multiple data locations consolidated into a robust S3 cloud object storage environment.



Data Lakes Creation

Leveraging File to Object replication, the software seamlessly created data lakes, replicating files to object storage.



Data Tagging and Classification

Data in the data lake was efficiently tagged for effective classification.



Custom Key Creation

A custom key was devised, facilitating seamless integration with the NICE application using the File to Object Transform API.



Business Impact

Unleashing Customer Experience Excellence

- **Enhanced Customer Experience:** Integration with the NICE application enabled greater CX analysis, leading to improved customer experience.
- **Speedy Data Migration:** 190 TB of customer call recordings successfully migrated to the S3 cloud object storage within a remarkable six-month timeframe.
- **Modern Data Sharing Architecture:** Created a state-of-the-art data sharing architecture, bolstering data accessibility and collaboration.
- **Accelerated Project Completion:** The power of automation allowed the project to be completed within months, saving valuable time compared to manual efforts.
- **Actionable Insights:** Comprehensive metadata analytics provided actionable insights, expediting cloud data migration.
- **Improved data access and sharing:** Upgraded the data storage system with a data-sharing library of the call recordings.
- **Cost Savings:** The migration to S3 object storage resulted in significant storage cost savings.



Conclusion

Thanks to Data Dynamics' Mobility Module, the Fortune 1000 CX technology and services company achieved a remarkable transformation, unlocking the full potential of their customer experience data. With a modern cloud-based data lake in place, data management complexities were tamed, and customer experience analysis was elevated to new heights. The company's commitment to cutting-edge data management not only enhanced their services but also paved the way for sustainable growth and innovation in the dynamic CX landscape.

Your next chapter of success awaits; let's write it together with Zubin.

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