

Case Study  
Data Integration Services for Gaming  
Enterprise

## Case Study

# Data Integration Services for a Gaming Enterprise



### About the Client:

The client is a leading multi-channel bookmaking and gaming company with an international reach, combining 230 years of heritage, through multiple Mergers & acquisition in past Decades. They lead the field and shape the future of responsible bookmaking and gaming.

### Challenge:

- To have a single consolidated data-warehouse with unified data structures and processes
- A strategic decision was made by client to move away from Oracle and a set of diverse data storage options to MS-SQL Server.
- Data migration from Oracle to MS-SQL, along with shell scripting to migrate data from several flat files including .csv and excel was needed.

### BizAcuity:

Based on our vast experience in Online Gaming Industry and our capabilities with data management and merger/migration projects, we helped identify key variables and unified data structures and processes which were required to carry out the migration and started the migration process.



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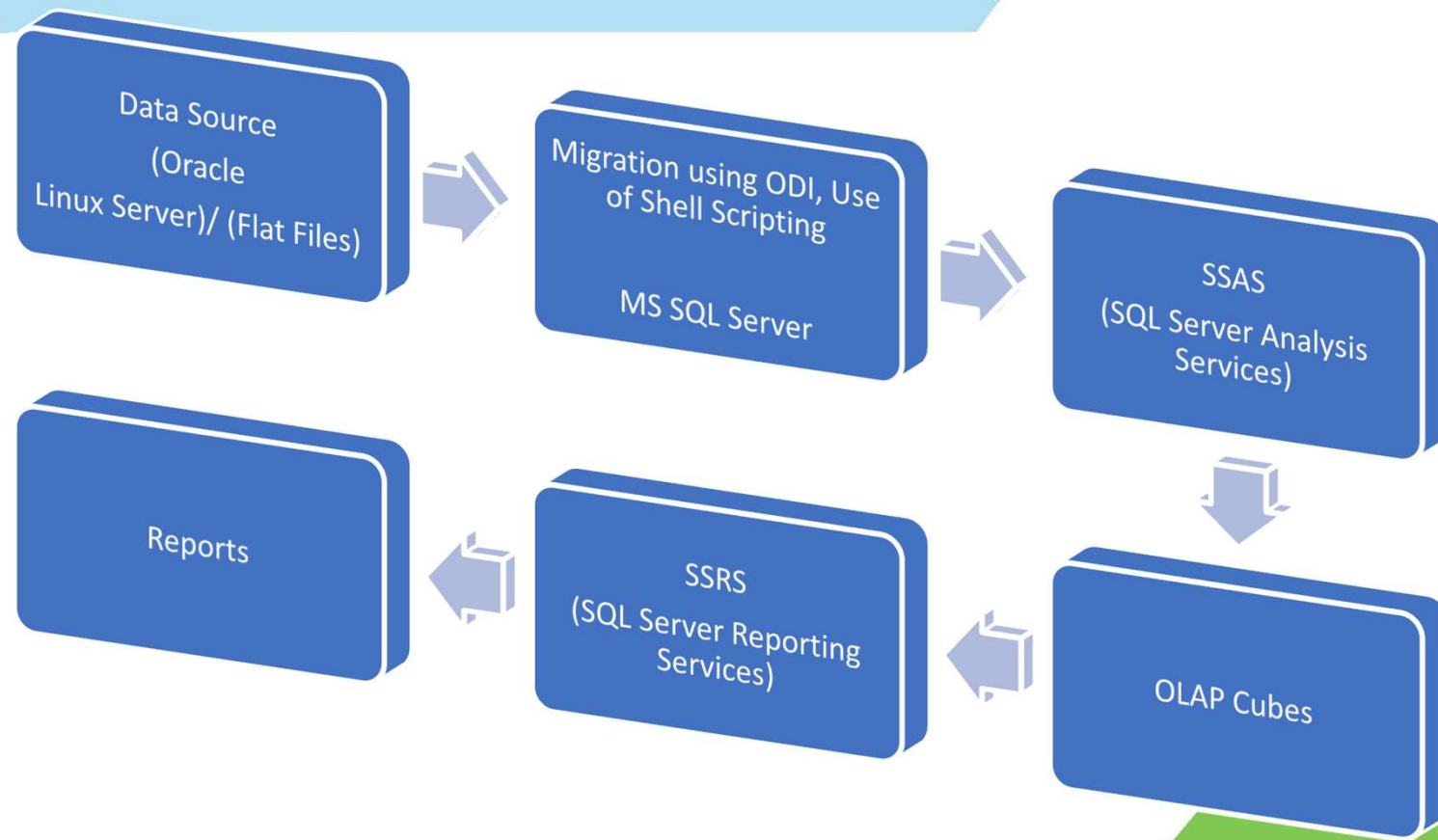


### Approach:

- Converting Oracle data structures to MSSQL data structures (tables, views, stored procedures) and changing the ODI ETL modules to load data to MSSQL Server
- Designing a data warehouse reflecting the key business metrics of both the merged entities
- Agile development methodology was adopted
- In addition to Development team, to support the distributed teams from multiple locations, an expert 24 x 7 BI Operations Support team was formed enabling continuous monitoring of the data extraction & loading processes, fixing failures, managing dependencies and/or escalating wherever needed.
- Parallel runs in hidden mode of the new migrated solution and daily comparison of results, including performance benchmarking
- Phased transition from legacy DWH to migrated DWH
- Drove the data processes towards meeting the SLAs (Service Level Agreements). In cases where SLA breach is anticipated, we send out relevant communications & follow up engagement with all stakeholders with hourly updates.

### Outcome:

- Single Data-Warehouse for the merged entities, unified reports, and processes
- End to end ETL process which used to run for 6 hours for each entities before merger, now completes in 7 hours for both entities combined.
- A lean core team focused on solution without getting diverted by the daily operations, data processes, business questions etc.
- In cases of corporate mergers or migration from one BI stack to another, the aforementioned support and experience ensures the core BI teams focus on Migration Alone.





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