

CUSTOMER SUCCESS STORY

Cloud Migration as an Opportunity - Enabling Agile & Decentralized DWH Development at Scale



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KEY TAKEAWAYS

- Successfully migrated two on-premises data warehouses (DWH) to a unified cloud-based data platform in less than two years.
- Decentralized development in a scaled agile mode with five DWH teams consisting of 40 developers in total.
- Significantly increased developer productivity and accelerated the team's overall delivery speed.
- Reducing complexity: Consolidating technologies, modeling approaches, processes, and working methods empowered employees to work effectively across teams. The standardized development process of Datavault Builder significantly enhances collaboration and cuts the time to train new employees by 50%.
- Improved efficiency: Integration pipelines are developed once, allowing data to be shared seamlessly across domains.
- Replaced the custom-built Data Vault (DV) automation tool, leading to faster delivery of more innovative features and significant cost reductions.

SITUATION

In the entertainment division of ProSiebenSat.1, two distinct on-premises DWHs evolved with increasing operational overlap. One was built on Apache Hadoop and Exasol, using a custom-developed DV automation tool, while the other combined Apache Hadoop and Postgres. These data warehouses supported various use cases across the entertainment value chain.

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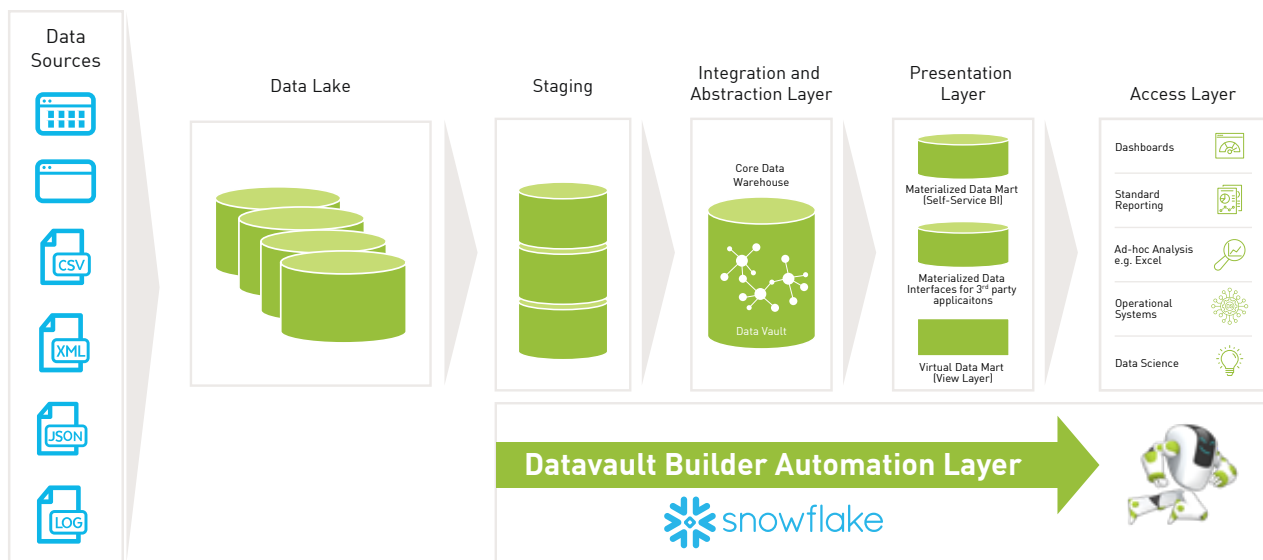
“With Datavault Builder in place, the 4-5 developers previously dedicated to maintaining our custom automation tool can now focus on business-critical projects, directly contributing to value creation.”



– **Gerhard Niederbrucker**
VP Data Platforms, ProSiebenSat.1

OBJECTIVE

In 2022, ProSiebenSat.1 aimed to harmonize and standardize both DWHs within a cloud environment. Instead of pursuing a lift-and-shift approach, the team chose to unify the DWHs, consolidate technologies, and standardize data models. They also sought a cost-effective and innovative alternative to the custom-built DV automation tool.



SOLUTION

After a thorough evaluation, ProSiebenSat.1 selected Datavault Builder as their automation platform and Snowflake as their cloud-based DWH, supported by an upstream Data Lake. This combination enabled the creation of a scalable, modern Data Lakehouse with cloud-native technologies supporting agile DataOps. Datavault Builder's use of Snowflake's Zero Copy Cloning facilitated full CI/CD, allowing developers to spin up new sandboxes, integrate changes via Git and APIs, and seamlessly merge them into production. Automated deployment and testing modules were critical in enabling parallel development and significantly accelerating the overall development process.

A brief proof of concept confirmed the efficiency of the selected solution. Over the first six months, a dedicated five-member DWH team focused on platform development, data provisioning, and process optimization to leverage the new technologies. Afterward, five DWH teams comprising 40 developers, began operating in a scalable, agile mode. The entire migration was completed within 30 months, transferring approximately 250 TB of data and creating 22,000 Data Vault objects.

Change requests and new requirements are now implemented far more efficiently. The cloud migration removed redundancies in data storage and integration between the two previous DWHs, resulting in the seamless unification of previously separate processes. This consolidation has greatly reduced technological complexity, and driven increased standardization. As a result, all team members can now work more flexibly and contribute more effectively, as both technological and modeling barriers have been removed.

The visual features of Datavault Builder facilitated not only the modeling process but also enhanced transparency and traceability, generating significant interest from business users. Key functionalities, such as Data Lineage and automated documentation, proved especially valuable in achieving these outcomes.

RESULT

Datavault Builder enabled the adoption of a feature-driven development approach centered on sandboxing. Snowflake's Zero Copy Cloning allows for exact replication of the DWH, while Git integration ensures features can be prioritized and deployed automatically via Datavault Builder's deployment module. Previously, releases and deployments required careful coordination, but the new approach is far more agile and decentralized, significantly reducing the need for manual alignment. The team quickly realized the new tech stack fully leveraged the advantages of the cloud, adding immediate value to the business and, therefore, facilitating the swift adoption of the new approach and technology.

The Git-based CI/CD flow enables full use of cloud infrastructure to accelerate development processes. For instance, during a user acceptance test, two attributes were missing. While they existed in the DV layer, they were not reflected in the data mart or frontend. The required adjustments were deployed to production in under 24 hours—a process that previously took three to four days. The overall coordination effort was significantly reduced, as far fewer procedural steps were required.

Consolidating the data architecture on DV and the standardized development process have significantly increased efficiency. Onboarding new employees now takes just 4-6 weeks, down from three months, allowing new team members to become productive and contribute to the project's success much sooner. This standardization offers a unified development platform, simplifies quality assurance, and fosters enhanced collaboration.

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“Our teams are working much more efficiently than before thanks to the functionalities and graphical interface of Datavault Builder, and we benefit from the regular innovations.”



– **Dominik Ratzinger**
Head of BI Engineering, ProSiebenSat.1

COMPANY



ProSiebenSat.1 is home to popular entertainment and infotainment, and is one of the leading entertainment and commerce providers in the German-speaking world. Its entertainment portfolio is complemented by digital consumer brands in commerce and ventures, as well as in dating and video segments.

Datavault Builder is an end-to-end data warehouse automation platform that covers all aspects and phases of a data warehouse, including design & development, lifecycle management and operations.

By using proven standards, users are enabled to start their agile data warehouse immediately, generating business value in the first sprint.

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