



CHALLENGE:

- ✗ Lack of accurate data prevents Finance and Sales Operations teams to make timely business decisions
- ✗ Data engineering team spend weeks forging data connections

SOLUTION:

Kloudio embedded into a data platform to connect and sync data from multiple finance and sales data sources

RESULTS:

- ✓ Improved data engineering productivity by 3X
- ✓ Accelerated connections from weeks to days
- ✓ Automated data connections amongst Salesforce, Oracle Financials, MySQL, PostgreSQL and Snowflake
- ✓ Created accurate reporting to uncover business opportunities

CASE STUDY

Rakuten, Inc, A Leading Global eCommerce Company, Increases Data Engineering Productivity by 300%

Publicly traded, Rakuten, Inc. is the largest e-commerce site in Japan and among the world's largest by sales. In recent years, Rakuten has expanded its business through acquisitions and joint ventures.

Challenge

As a subsidiary for Rakuten, Inc., the Rakuten Rewards business division focuses on cash-back and shopping rewards through its affiliate network and shoppers. Over the past 3 years, the volume of data has increased exponentially as the business experienced rapid growth. The sheer number of applications increased the complexity on how employees from departments, such as Finance & Accounting, Sales, Marketing, Fraud Detection, accessed the data.

The Rewards business teams rely on a data engineering team to provide access to data from multiple applications and databases to make day-to-day business decisions. Without the data, finance couldn't create or update monthly book closings and sales and marketing couldn't run timely reports to understand the health of their business. To better support these teams at-scale, the data engineering team built a data platform where employees across the organization could query the data they needed. The data platform consists of custom data pipelines using Salesforce APIs to connect Salesforce to Snowflake and Oracle Financials. Due to the instability in custom code, the data pipelines required continued maintenance and updates, and caused data inconsistencies that the Sales and Finance teams couldn't use in their reporting. The teams would spend weeks updating and rolling out custom code whenever they needed to access new data or data sources.

Sr. Director of Data Engineering, Joji John, looked for data integration alternatives that could fit into the data platform architecture his team built. He considered an integration platform-as-a-service (iPaaS) and point-to-point integration technologies. After trying each tool, he realized that these tools did not suit their data integration needs. Each option would require additional resources to maintain the custom integrations or alter their underlying architecture. "Our goal is to enable teams to become more intelligent with the data we provide them," said the Sr. Director. "We needed a solution that complimented our existing data architecture where we could easily install the solution and get started."



” We have accelerated the time to data insights by 3X. Financial analysts and Sales Ops are making accurate business decisions because they are able to see new data attributes added by upstream applications without delay, through Kloudio.

Joji John,
Sr. Director Data Engineering

Solution

Joji found and selected Kloudio as the vendor of choice after successfully testing Kloudio’s ability to solve their data integration use cases.

Kloudio was quickly set up as part of their data platform framework. The Data Engineering team automated data integrations among Salesforce, Oracle Financials, MySQL, PostgreSQL and Snowflake, and used Kloudio as an ETL to move large volumes of Salesforce data into Snowflake. They effortlessly added new data connections using Kloudio’s ready-to-use connectors and APIs without spending days or weeks to forge data integrations.

The Business Operations and Finance teams, including the CFO, now access and sync revenue data between Salesforce and Oracle Financials on a monthly and quarterly basis with minimal support from the Data Engineering team. The Sales team improved their sales performance with the ability to take action on real-time data that flowed into Salesforce.

Business Results

The data engineering team has dramatically improved their productivity by 3X. They are now spending more time on high-value data projects instead of building data pipelines for the Finance and Sales teams. They previously spent over a week on minor code changes whereas now they can quickly connect data sources within a day. Over 50 employees from Finance and Sales teams can now build reports and make real-time business decisions, avoiding weeks of delay each time a new report was needed.

Joji shared, “Kloudio has become an extended part of our team over the years. The company plays a crucial role in helping our business gain access to data that empowers us to uncover business innovation and growth opportunities”.

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