Industry: Media & Broadcasting

Technology: Informatica IDMC, Snowflake, Power BI

Use Case: Data Warehouse & Reporting Modernization – ETL, Data Engineering, Snowflake Subject Area Marts, Visualization, Security & Governance

Imagine Communications

Helping Imagine Communications modernize its data ecosystem using Informatica IDMC and Snowflake to create a scalable reporting architecture, improve data quality, and drive real-time business insights.

Objectives

Build a modern enterprise data platform leveraging Informatica & Snowflake to support 40+ key operational and executive reports.

Automate ETL workflows for structured and semi-structured data ingestion from multiple sources.

Centralize and model data into subject area marts to standardize and streamline analytics.

Improve data lineage, governance, and security while enabling near real-time reporting.

Optimize resource allocation with a phased team structure to support agile delivery over 12 months.

Challenges

Lack of a modern and scalable data warehouse to support executive and operational reporting.

Complex, disconnected data sources (e.g., Oracle Fusion, Salesforce) resulting in manual data processing and inconsistent reporting.

Inefficient reporting processes and limited ability to scale ad hoc analytics and dashboards.

Lack of centralized governance, lineage, and auditability across ETL pipelines.

Inefficient reporting processes and limited ability to scale ad hoc analytics and dashboards.

Solutions

➢ Implemented a modern Snowflake-based data warehouse with Dev/QA/Prod environments, supporting tables from Oracle Fusion and Salesforce

➢ Developed incremental Informatica CDI pipelines , ensuring reliable and performant data flows.

➢ Created subject area marts to support six core reporting verticals

➢ Delivered iterative sprint-based reporting cycles, ensuring rapid delivery of high-priority reports with stakeholder validation.

➢ Established security strategies, fabric gateways, and lineage tracking for data governance.

➢ Optimized Snowflake performance and cost through LumenData's cost optimization accelerator.