

Nixplay unified all their disparate data sources and automated the pipeline with schedules, by using Amorphic's Morph functionality



Case Study

Executive Summary

Nixplay has designed a Wi-Fi enabled digital picture frame which lets users securely share photos and videos with their family and friends, unlike social media which generally shares these entities with the public by default. They deal with a lot of data sources and use archaic techniques such as Excel Macros to clean and create reports, which is time consuming.

By using Amorphic's Morph functionality, they unified all their disparate data sources and automated the pipeline with schedules. This helped them get rid of all the manual processes in between cleaning data in excel and all other isolated efforts in between, thus saving time and effort. With Morph, people across all verticals in the company can use and get insights about their data thus reducing dependencies on developers.

Customer Challenge

Nixplay was unable to get a complete sense of the data from its data sources. Lots of time was wasted in cleaning and assimilating the data. Processes involved in cleaning data involve manual work writing archaic Excel Macros. There was a lot of disparate data, coming from various sources, sitting in silos.



About Nixplay

NixPlay designs, develops and manufactures digital photo frames and signages. They are the pioneers of a revolution in the digital photo sphere through their next-generation WiFi Digital Photo Frames that keeps families closer. With the Nixplay Mobile App and intuitive Web App, users can manage, view and share photos anytime, anywhere.

With their presence in Hong Kong, Manila and the US, they sell their products in the US, UK & Canada under the NIX and Nixplay brands, and their products are the top sellers in their categories on Amazon US and UK.

Why AWS?

Nixplay has been a consumer for AWS for quite some time. Most of the infrastructure already resides on AWS.

Why did Nixplay select Cloudwick as their AWS partner?

Cloudwick is an 'Advanced Partner' for AWS. When AWS received a request from Nixplay to 'Buy' a DataLake, AWS referred Cloudwick as the first choice. Cloudwick then had multiple conversations with the customer and gave a demo of the platform, demonstrating capabilities and how it can be applied to the use-case in hand. This helped them understand how Amorphic could be applied to the problem statement, and hence we got on-boarded.

What solution did Amorphic provide to the customer?

- Using ETL Shared Libs and Parameter store in Amorphic, all the custom libraries and customer API tokens were securely stored.
- Using the ETL jobs in Amorphic, all the data sources were connected {Google Play Store, Apple Store and Recurly}, and the team performed transformations on the incoming raw dataset and landed the data in Amorphic.
- Using Morph job in Amorphic, the disparate sources of data were cleaned, sanitized, transformed and unified to create one clear report.
- Using Dashboards in Amorphic, the Quicksight Dashboard was integrated to provide clear visualizations for all the KPIs.
- Using RBAC feature in Amorphic, all the entities of the pipeline were easily shared with other team members in Nixplay.
- Using Schedules in Amorphic, the pipeline is now refreshed every day to reflect the latest status of the report.

What benefits did the customer get from the Amorphic solution?

From the Amorphic solution Nixplay was able to achieve the following.

- A single unified Datalake
- With Morph, team members from different verticals can now play around with the data, without having to worry about code, which relieves a lot of responsibility from the developers.
- Time and effort saved in building their own data lake and being able to focus on the Analytics of the data.
- Using RBAC features, able to assign roles and permissions to different team members.
- Ease of use
- Complete security

About Cloudwick:

Cloudwick is an AWS certified Advanced Consulting Partner that specializes in building native data lakes that power faster, cheaper and more agile cloud analytics for IT, business users and data scientists.

Whether you need to migrate your analytics to the cloud, add decision automation to your business intelligence, improve customer experience with machine learning or want to build or buy a data lake Cloudwick has a complete portfolio of services and solutions.

 **Cloudwick**