

Amorphic provided a data lake, that helped Protecht bring all their data under one roof

Case Study



Executive Summary

Protecht is the parent company for a group of companies offering solutions and products to all aspects and players within the 'live events' ecosystem. With its roots founded in payments, fraud, insurance, and technology. Their major pain point was - data spread out across various data sources. They were looking to unify, consolidate and present a single deliverable.

With Amorphic, a datalake was created, which brought all their data under one roof. ETL within Amorphic helped with the transformations and reports.

Data unification by using a datalake helped in saving a lot of time, as earlier the data was stored in silos, which led to increased data processing time. The solutions also replaced their manual processes to check and validate values in PDF documents.

Customer Challenge

ProtechtIO has a lot of disparate data sources. They have lots of PDF documents, Cloud watch logs and Postgres Databases. All the sources house important data. But in-order to generate valuable insights, they currently need to check all the above resources for proof and validation. Individual tables need to be checked and queried, simultaneously values in PDF documents have to be searched manually and separate Cloud watch log groups need to be examined before a result can be determined about the user's insurance policy. This is a very time consuming task.



About Protecht

Protecht's industry-leading live event technology and consumer-facing protection products (@fanshield) help provide ticketing platforms and organizers with control over inventory, additional lines of revenue, fraud prevention tools, and fan engagement through enhancements like an improved checkout flow, bot detection (beta), and upgraded security.

Why did Protecht choose AWS?

They have been an AWS consumer for quite some time. They have 4 instances of PostGres and record lots of activity in Cloudwatch and store user policy and base policy in S3 Buckets

Why did Protecht select Cloudwick as their AWS partner?

ProtechtIO came through MissionCloud, which is the premium re-seller for Amorphic. Cloudwick is an 'Advanced Partner' for AWS. When MissionCloud received a request from ProtechtIO to 'Buy' a DataLake, MissionCloud 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. Client was impressed and understood how Amorphic could be applied to the problem statement and hence we got on-boarded.

What solution did Amorphic provide to the customer?

- Using Amorphic JDBC Connections, connected to 4 PostGres Instances and ingested tables into redshift for reports. Using Amorphic Schedules automates this pipeline for daily ingestion and transformation and presentation on QuickSight.
- Ingested PDF documents from S3 Source, and applied AWS Textract to convert documents into Redshift Tables. Now the client has the power to query over this data, thus providing a data analytics capability.
- Ingested Cloudwatch Logs from various Log Groups and applied ETL transformations to convert into Redshift Tables applying Data warehouse Principles to Unify and Present One Report-One Dashboard.
- Using RBAC feature in Amorphic, all the entities of the pipeline were easily shared with other team members in ProtechtIO.

What benefits did the customer get from the Amorphic solution?

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

- Single unified DataLake.
- Time and Effort saved in building their own data lake and able to focus on the analytics of the data.
- Ability to do analytics and automation on PDF documents using Amorphic's AI capability was a game changer.
- Instead of monitoring Cloudwatch logs at 4 different places in the AWS Console, now able to view full report at one place only in Amorphic.
- Using RBAC features, able to assign roles and permissions to different team members.

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**