

# Attebury Grain modernizes its supply chain with self-service analytics using Cloudwick's Amorphic Data Cloud for AWS

## Case Study



### Executive Summary

As one of the top five grain companies in North America with over sixty facilities to buy, store and sell grain, Attebury Grain had a vision to transition from a largely paper driven operation system to a more real time data and analytics driven business. With data in silos, it was extremely difficult for the company to aggregate data for insights and reporting. Additionally, most of their data analytics was performed over transactional database systems which affected the performance of other applications also running on the system. Attebury decided to migrate their on-premises data processing workload to AWS managed by Cloudwick's Amorphic Data Cloud for AWS (Amorphic). Amorphic offered Attebury a production ready self-service data cloud that was ready "out-of-the-box" - a significant improvement compared to the often year-long effort typically required to build such systems. With Amorphic's self-service capabilities natively managing over 65 AWS data and analytics services, Attebury can now create data views faster and at lower cost compared to their legacy system. The integrated machine learning (ML) services in the Amorphic Data Cloud platform also provide expanded data management capabilities such as a Document Management System for vendor contracts using Amorphic's text-extract workflow for AWS.

### Customer Challenge

Attebury was performing most of the Data Analytics over their transactional database systems which affected the performance of other applications running on it. The IT team spent most of their time trying to maintain the health of their applications and databases. Data was present in different silos and was extremely difficult to aggregate and generate reports. As their data needs grew, Attebury wanted to create a robust analytics platform that could move their data into a single store and grow to any scale to handle future needs.



### About Attebury Grain

Founded in Texas in 1954, Attebury Grain LLC today has over sixty facilities comprising over one hundred and sixty million bushels of storage space located in the Texas Panhandle, North Texas, New Mexico, and Oklahoma.

Attebury Grain is now among the top five multiple facility grain companies in North America based on total grain storage capacity.

Attebury Grain LLC connects farmers to the world.



Lindsay Reynolds,  
Attebury Grain, LLC,  
Business Process  
Manager

## Why AWS?

Attebury Grain evaluated multiple vendors during the selection process. They ultimately choose AWS because of the wide variety of analytics services provided that met the company's future needs. The AWS Lake House architecture provided flexibility as data volumes grew, while serverless ETL tools such as AWS Glue enhanced the speed and lowered the cost of data ingestion. Business Intelligence tools such as Amazon Quicksight enabled Attebury to gain deeper insight into their customers and production data.

The decoupled nature of these services, and the convenient and cost-effective AWS 'pay-as-you-go' model gave Attebury the freedom to explore various new AWS services effectively at a low cost. Other cloud vendor solutions were either too expensive to try or very hard to build and manage.

## Why did Attebury Grain select Cloudwick's Amorphic Data Cloud for their AWS journey?

AWS recommended Cloudwick's Amorphic Data Cloud to Attebury Grain based on Amorphic's success with similar projects. Amorphic had worked with other customers to accelerate the AWS analytics journey with its "out-of-the-box" solution for AWS non-builders that makes it simple and easy to migrate to the cloud and modernize data and analytics infrastructure without having to spend months building a solution from the ground up.

As a small company with a limited IT team and budget, Attebury was exploring solutions that was not only easy to build but also easy to manage later. Amorphic's fully managed platform by Cloudwick made it a right fit for Attebury's needs of zero IT investment to build or manage a solution.

To win the business, the Cloudwick team held a workshop where it showed how the Amorphic Data Cloud provides a user-friendly SaaS experience that unifies over 65 natively integrated AWS services into a "single pane of glass". The demonstrated how Amorphic could provide a single self-service, production-ready platform that was able to immediately build, test and manage Attebury's data pipelines. Amorphic natively leveraged AWS services including Amazon S3, Amazon Redshift, Amazon Athena, AWS Glue, Amazon SageMaker Amazon Quicksight as well as third party vendor business intelligence solutions. The combined benefits of Amorphic's "out-of-the-box", self-service capabilities, its ease of use, lowered cost, and native integrations with AWS and other data and analytics services made it easy for Attebury Grain to choose Amorphic to build and manage its data pipeline infrastructure.

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"Amorphic allows our organizations to achieve data and analytic results using all our data with any AWS analytic services faster, easier and cheaper than we thought possible. We have become a data-driven company and our data teams are innovating at a level that we never thought possible."

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## AWS and Cloudwick Amorphic Data Cloud Solution

Cloudwick was able to successfully migrate Attebury's siloed data residing in on-premises database servers to AWS using the native Amorphic connections and bulk load tasks that leverage AWS's Data Migration Service. The data was replicated as Amorphic datasets using various AWS services including Amazon Redshift, Amazon S3 and Amazon Athena. These datasets were subsequently transformed using the Amorphic ETL backed by AWS Glue. Cloudwick wrote ETL scripts in Amorphic using Python, Apache Spark, and SQL to transform the datasets and generate reports to meet Attebury's business requirements.

Reports created were then imported into Amazon QuickSight to make it easy to create analyses and dashboards that were interpretable for business users. These business dashboards were sharable to other Amorphic users, and easy to govern through Amorphic data governance capabilities. Amorphic also enabled ML features, such as the capability to enable a Document Management System for their vendor contracts using Amorphic's text-extract workflow.

## Customer Outcome

Amorphic provided Attebury Grain with a self-service, production ready data cloud platform which took just 90 minutes to deploy compared to the yearlong effort typically required to build and manage such systems. Attebury had previously been restricted when creating new data views on their transactional systems and had been hugely dependent on third party vendors to manage their data. It used to take 3 – 6 months to create new database objects at a high cost for vendor services; with the Amorphic Data Cloud for AWS, new objects can be created immediately, in a self-service fashion with no extra costs for vendor services and no need to additional IT support. Attebury Grain was now able to build end-to-end data pipelines with schedules in Amorphic and govern these resources in a self-service manner based on defined user roles. Amorphic simplified their data infrastructure management and provided access to high quality, searchable, and governed data for all users, all while simultaneously lower costs.

### About Cloudwick:

Cloudwick powers more agile, innovative, and cost-effective cloud data and analytics solutions. Cloudwick's Amorphic Data Cloud simplifies data access by making all data on AWS searchable, shareable, and analyzable, so organizations can gain deeper insights from their data. Cloudwick's Professional Services provides organizations with trusted, high impact data and analytic migration and modernization outcomes.

Founded in 2010 in Newark, CA, Cloudwick serves customers throughout the US, EMEA, and APAC.

# Cloudwick