

Bay Area Coffee and Tea Company Leveraged **Azure Monitor** to Reduce Operations Cost and Improve Customer Experience



Customer

A premier specialty coffee and tea company of the US offered superior quality coffee in multiple forms, by sourcing the best quality coffee beans and tea leaves across the world and adheres to stringent taste standards to maintain consistency and quality of their products.

Business Challenge

- The customer has **multiple ETL and ERP systems** that are closely integrated together functionally, a job failure in one system could have a cascading effect on the downstream systems
- These applications generate logs from each batch job processed, which contains valuable information about job failures
- Customer was looking for a **scalable monitoring solution** which is easy to maintain. The new solution must be:
 - ✓ **Cloud-enabled** and ability to process/query these logs for further analysis
 - ✓ Alert capabilities based on set thresholds
 - ✓ Rich dashboard and reporting capability
 - ✓ Long term retention for historical analysis

WinWire Solution

WinWire leveraged **Data Collector API** to push custom logs from third party applications such as Matillion, D365, Dell Boomi and others into **Log Analytics** which provides rich query and dashboard capabilities based on Log files.

For alerting and notifications **Azure Monitor** was used, alert rules and activity groups were configured based to trigger email/text/voice notifications when set thresholds were breached.

Log data that was being uploaded into **Log Analytics**, was also being pushed into **Snowflake** for long term retention and trend analysis.

Business Value

- Enhanced employee productivity and customer experience
- Reduced operations cost
- Centralized reporting and notifications
- Faster order resolution
- Centralized store information to manage information / issues across geographies

