Driving $3M Savings and Faster Insights with Databricks

Global digital leader modernizes 200PB of data by migrating Hadoop to Databricks

"Databricks, implemented with WinWire, gave us the confidence to modernize at scale. The team's mindset was simple — make us more successful. When requirements shifted, they didn't push back; they adapted and kept us moving. That culture, plus deep technical expertise, cut our migration timeline dramatically and delivered a platform that's cost-efficient and future ready."

VP – Enterprise Data and Analytics, A Hitech Company

Customer

The customer is an American multinational computer software and creative giant.

Business Challenge

For a global leader in digital experiences, the challenge wasn't just about moving data. It was about creating a foundation for speed, scale, and governance — one that could power analytics and AI across the business.

WinWire partnered with the company to migrate more than **200PB of data from Hadoop to Databricks,** one of its most significant modernization programs. This multi-year effort not only shut down the Portland data center in April 2023 but also set the foundation for AI and analytics at scale, marking the start of a new era of cloud-first services.

Legacy Hadoop architecture slows innovation.

As the business shifted to a subscription SaaS model, data demand exploded — but Hadoop couldn't keep pace.
The organization faced:

- Rising software and infrastructure costs.
- Heavy operational overhead managing MapReduce and Hive.
- Limited support for advanced analytics and real-time insight.
- Inconsistent governance and security.
- On-prem capacity ceilings as workloads surged.

Efforts to replicate Hadoop within Databricks encountered significant challenges. A cloud-native solution was required—one that integrated scalability, governance, and predictable costs—alongside a capable partner to drive the initiative forward.

WinWire Solution

WinWire partnered with the company to deliver a **Migration-as-a-Service (MaaS) model — moving 200PB** of workloads in structured, phased waves and cutting the expected timeline in half.

Approach:

- **Analyze** — Reviewed workloads, prioritized, and sized environments.
- **Architect** — Designed cloud-native services with governance and security.
- **Pilot** — Validated automation and performance at scale.
- **Migrate** — Executed phased migration waves with metadata-driven ingestion into Data Lake.

Solution – Contd...

Beyond the migration, WinWire built **a Data Platform as a Service (DPaaS)** — powered by its WinCCO cost-optimization framework. The platform gave the company stronger financial controls, built-in predictive analytics, and role-based dashboards — all designed to manage more than **40 tenants across a 30,000-employee enterprise.**

Business Outcomes

The program went well beyond infrastructure modernization. With DPaaS live, the company now runs on a platform designed for scale and transparency.

- $3M annual savings from cloud cost optimization.
- 47% reduction in IT costs.
- 30% higher productivity for data scientists.
- 50% faster insights and 25% faster product launches.
- 40+ tenants supported, with governed, role-based access.
- Real-time predictive analytics with <10% forecast variance.

Positioned for growth

With Databricks as its foundation and WinWire as its partner, the company has more than just a modernized platform — it has a future-ready data estate. It now supports real-time decisioning, predictive analytics, and enterprise-wide AI innovation.

This journey shows what's possible when legacy bottlenecks are replaced with a platform built for agility, scalability, financial control, and the next generation of AI-driven growth.

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