From Zero to 100 in 90 Days with the Automic® Automation Platform

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84.51°

CLIENT PROFILE

Industry: Data Analytics Service Provider

84.51° helps companies create sustainable growth by putting the customer at the center of everything. Using a sophisticated suite of tools and technology, 84.51° works with some of the world's leading CPG manufacturers and partners.

CHALLENGES

- Replace existing automation tool in less than 90 days
- Simplify control of multiple client environments
- Reduce software license overheads
- Extend use of automation within 84.51°

BROADCOM SOLUTIONS

- Multi-tenancy
- Unified automation platform
- Automated migration tools
- Professional services team

BENEFITS

- >90% reduction in SLA breaches
- Enhanced return on software investments
- Less maintenance managing 16 instead of 88 environments
- Fewer outages and faster recovery times

Business

Embrace Customer-Driven Relationships

84.51° is devoted to helping its partners develop, nurture, and embrace customer-driven relationships. They use a sophisticated suite of tools and technology to navigate the complex data landscape and to reveal relevant customer patterns. Through its clients, 84.51° is in contact with over 60 million US households through 2750+ stores in 35 states. The company was formed when Kroger acquired dunnhumby USA, the U.S. joint venture between Kroger and UK customer science company dunnhumby, Ltd. 84.51° is a wholly owned subsidiary of the supermarket chain.

Challenge

Simplify Control of Multiple Client Environments

As 84.51° divested itself from dunnhumby, it needed to revise the number of separate and distinct environments it operated. This included a review of all the existing software licenses. For the previous eight years, a competitive tool had been used to automate core business solutions used by their clients:

- All data movement, both internally and externally
- ETL processing
- Core 84.51° products, including all customer-facing applications

There remained several internal business applications that had not been automated:

- Finance and accounting
- Human Resources
- Business analytics

84.51° decided to explore the pros and cons of continuing to use the same automation tool versus switching to an alternate. Staying with what they had would allow them to leverage in-house knowledge it had accumulated. However, periodic outages combined with ongoing maintenance was proving costly and time consuming, with a separate automation platform required for each client instance of an 84.51° solution.

> When we needed to step things up, Broadcom was there stepping right up with us from professional services to getting the right people in at the right time. I've worked in the IT industry for more than 30 years and I've never seen a vendor come to the table the way that Broadcom came to the table.

JEFF SCHMIDT
SENIOR AUTOMATION
ENGINEER, 84.51°

Solution

Unified Automation Platform

Having evaluated other third party tools as well as the incumbent tool, 84.51° decided to replace all installations of its legacy automation platform with Automic® Automation on new infrastructure and hardware. All active 84.51° products and workloads needed to be migrated. Development and test automation environments would need to be established. A cutover approach would be required to allow 84.51° to decommission all of the legacy environments it would no longer operate.

Jeff Schmidt, Senior Automation Engineer at 84.51°, takes up the story, "We were reevaluating our IT stack to determine what stays and what goes. Our goal was to become more strategic, making a choice to move forward with a new platform or of staying with the status quo. We wanted to focus on how automation could improve our business processes. Our challenge was that whatever we did, we needed to act fast. Other vendors estimated conversion would be a 6 to 9 month project. Broadcom committed that they would do it in 90 days."

Together, 84.51° and Broadcom developed a detailed schedule that would cover discovery, installation, training, migration, cutover, and final go-live. Both sides provided a senior project manager to jointly manage the massive project plan. A divide-and-conquer approach was adopted, starting with the migration of small, simple workflows and moving toward the larger and more complex. Daily deliverables were set in each morning stand-up meeting, and barriers were identified and knocked down each day.

"Broadcom provided an estimated project timeline and made the commitment to 84.51° to meet that date," commented Schmidt. "When it became apparent that we needed more resources from the Automic Automation team, they were there and met us halfway. They delivered true value-add by identifying issues with our solution and then assisting us to resolve them. The bottom line is that they did what they said they were going to do and delivered on every commitment."

Taking advantage of the Automic platform's multi-tenancy capability allowed 84.51° to slash the number of automation environments from 18 down to 2, ensuring client data remained separate and secure. They also achieved the throughput required to process very high volumes of client data using a platform that integrates with their Exadata environment.

Benefits

Happier, More Productive Employees

Working with Broadcom, 84.51° successfully migrated all of its legacy automation workflows onto a more robust and reliable platform that was up and running in production in less than 90 days. In addition to simplifying management of multiple client systems, there has been a reduction in the number of SLA breaches and outages.

Previously, 84.51° would miss their SLAs two to three times a week with a direct knock on business impact. With Automic Automation, SLA breaches are down by over 90%. Following an outage, it could take six to eight hours for 84.51° to recover their legacy automation tool. Today, normal service is restored in under an hour.

> **We are no longer missing SLAs that we were missing in the past, so that enables our business to provide much better deliverables to our end clients in a much more reliable way.**

"

JEFF SCHMIDT
SENIOR AUTOMATION
ENGINEER, 84.51°

Benefits (cont.)

"We went from zero to 100 in 87 days. This was amazing given the magnitude of the change," said Schmidt. "We have delivered a more robust and reliable automation solution, as evidenced by the reduced the number of outages and SLA breaches we were seeing with our legacy system. We are now providing an enterprise automation platform to our analysts—an entire business unit that previously did not have access to our legacy automation platform."

In partnership with Broadcom, 84.51° is continually moving forward seeking out new opportunities where automation can bring extra business value. Currently they are providing even more new capabilities to the team in areas such as Hadoop and Web Services integration, and reducing downtime to the business through the utilization of the Zero Downtime Upgrade (ZDU) and Central Agent Upgrade (CAU) features.

Final words from Schmidt, "We've been on an incredible journey with the Automic Automation team. I've been doing this for 30 years and I have NEVER worked with a vendor company that shows the kind of energy, talent, desire to win, and desire to please the customer that they showed us."

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