



Raven Bay modernizes data access, preserves key business application

Data access layer replaced transparently, business application functionality preserved

Overview

The business devotes significant resources to maintaining customer, product, retailer and invoice databases and fulfilling commitments to customers through a rebate program based on purchase history. The business relies on a custom software application for data mapping and to fulfill its customer offers.

Raven Bay undertook a project to modernize data infrastructure to improve access and integration, and reduce latency. A key requirement was to adapt the business application to the new data access technology.

- **Industry:** Agriculture
- **Location:** Calgary, AB
- **Size:** 1,500+

The Challenge

The rebate fulfillment application supported critical business activities and was in heavy use.

The application relied on direct connections to multiple databases. Latency in synchronizing data across the organization sometimes meant that the business was not working with the latest data available.

With a redesign of the data landscape, it was important to maintain this critical functionality. Raven Bay proposed replacing the application's data layer with modern technology, while maintaining functionality and look and feel.

Company Bio

Parent company is a multinational life science company established over 150 years ago.

Subsidiary is an agriculture company that provides seeds, herbicides, insecticides, and seed treatments backed by expert advice.



Modern architecture



Platform and Database Independence



Real-time data access



User Satisfaction

The Solution

Raven Bay created an API (Application Program Interface) using services on an Enterprise Service Bus (ESB).

Raven Bay developed the solution using Talend Enterprise, a data integration software suite already available in-house to the client.

Database connections (considered slow and expensive) were delegated to the services, which allowed for quick data retrieval, manipulation, and federation.

The service-oriented API is responsive and provides near real-time data access.

The Results

Raven Bay replaced all data logic with modern ESB technology. Data access and currency was improved. Performance was maintained or improved.

Most importantly, the application's functionality and user interface remain unchanged. Under the hood, the application uses a completely new, compatible flexible, performant data access layer without database connection overhead. The ESB technology is platform independent and remains available for new development.

A successful cutover to the new system was performed outside of business hours with little impact on the business.

- *Business application retains its functionality, look and feel.*
- *Application now uses modern technology for data access, without slow, expensive, direct database connections.*
- *Cutover to the new system caused very little disruption of business processes.*
- *Business users appreciate the new solution.*
- *Raven Bay delivered a modern solution that supports the business.*
- *Time to access current data is vastly reduced - near real-time.*
- *Data can be retrieved and manipulated using industry standard architectures.*
- *ESB services replace batch processes, providing a flexible, performant API.*
- *Solution remains available for future reuse.*



About Raven Bay

As a full-service management consulting and analytics firm able to deliver solutions in both the business & technical realms utilizing the same set of resources; thereby shortening delivery timelines and providing more holistic solutions for our clients. Our proven methodologies & hands-on experience enabling organizations to achieve the benefits of an effective analytics program through this offering also accelerate the development & value realization of the unique Governance Model we will create for you.