

Case Study:

Improving company's financial results by 20%

Client:

A medium-sized hosting company facing challenges in data management and decision-making.



1. Challenges

As the client expanded, it faced challenges in leveraging its data effectively to enable timely and well-informed decision-making. The key challenges included:

Slow decision-making:

The lengthy gathering and analyzing data delayed critical business decisions, causing missed opportunities and inefficiencies.

Data quality issues:

Inaccurate and outdated data negatively impacted the reliability of reports and analytics, hindering strategic initiatives.

Unreliable data services:

Data services were unreliable and inefficient, lacking stability and control over quality and security.

Data fragmentation:

Data was dispersed across various departments and systems, resulting in silos and inconsistencies that complicated analysis and hindered collaboration.

Incomplete documentation:

Documentation was incomplete and unclear, with missing records and vague data mappings.

Limited access and control:

Limited access and reliance on external maintenance restricted operational flexibility.



2. Solution

To address these challenges, we implemented a comprehensive data governance strategy:

Project planning:

Established the project's budget, planned timelines, and selected a team of experts, including a Product Owner, Data Engineers, a Full Stack Developer, and a QA specialist.

Data source analysis:

Defined, analyzed, and organized diverse data sources, including internal and external databases, APIs, Google Analytics, CRM systems, and local files, while investigating the internal infrastructure for classification.

Infrastructure establishment:

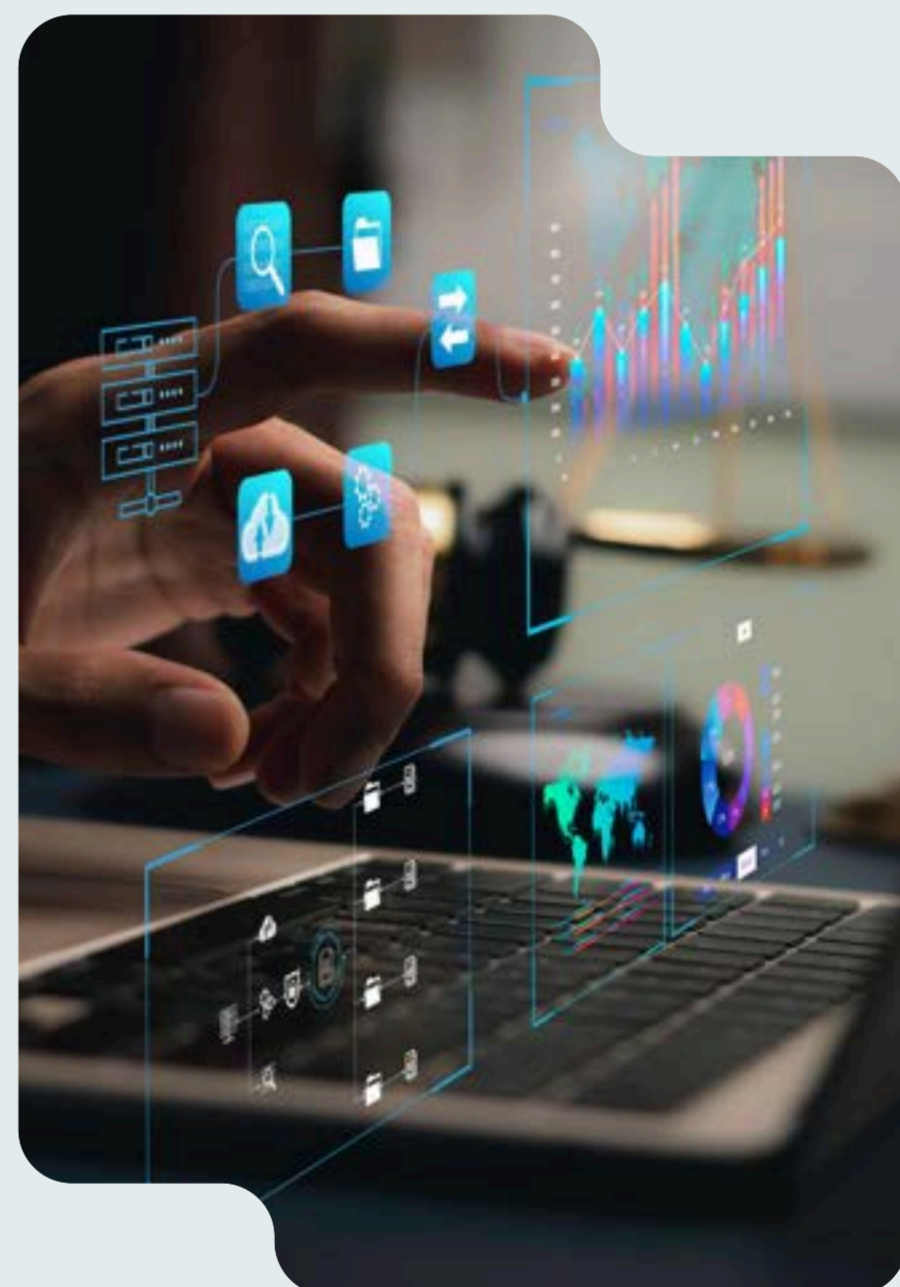
Established a robust infrastructure for service maintenance, including a Data Warehouse (DWH), deployment of ETL and Business Intelligence (BI) tools, and comprehensive documentation of data source mapping and connections.

Stakeholder engagement:

Conducted interviews with stakeholders to identify data analysis needs, gaps, and issues, ensuring the solution aligned with business requirements.

Customized solution architecture:

Designed a tailored solution architecture that met the client's needs, ensuring data quality and compliance with security standards.



3. Key Project Metrics

Team composition: 5 specialists | Product Owner | Data Engineers | Full Stack Developer | QA

Project duration: 2 months (Preparation phase) | 3 months (Execution phase) | 1 month (Training and transition phase)

4. Result

The implementation of our data governance strategy led to significant improvements:

Increased stability:

A stable data processing and visualization service has been established, eliminating downtime and ensuring uninterrupted operations.

Access and control:

The client has full access and administrative privileges, allowing for complete control over servers and systems, as well as the flexibility for custom configurations and software installation.

Financial efficiency:

A 20% increase in financial efficiency was achieved, directly impacting the company's bottom line.

Enhanced documentation:

Comprehensive documentation has been created, including a clear data map, a metrics glossary with calculation methods, detailed ETL service documentation, and user guides for PowerBI/ DataStudio.



This case study highlights how **ZONE3000's** strategic approach to data governance successfully addressed the challenges faced by the hosting company, enabling it to enhance its data management processes and achieve substantial financial growth.