



Case Study

From fragmented to unified

How an entertainment company transformed its Partner data infrastructure

Customer
**Entertainment
Company**

Location
United Kingdom

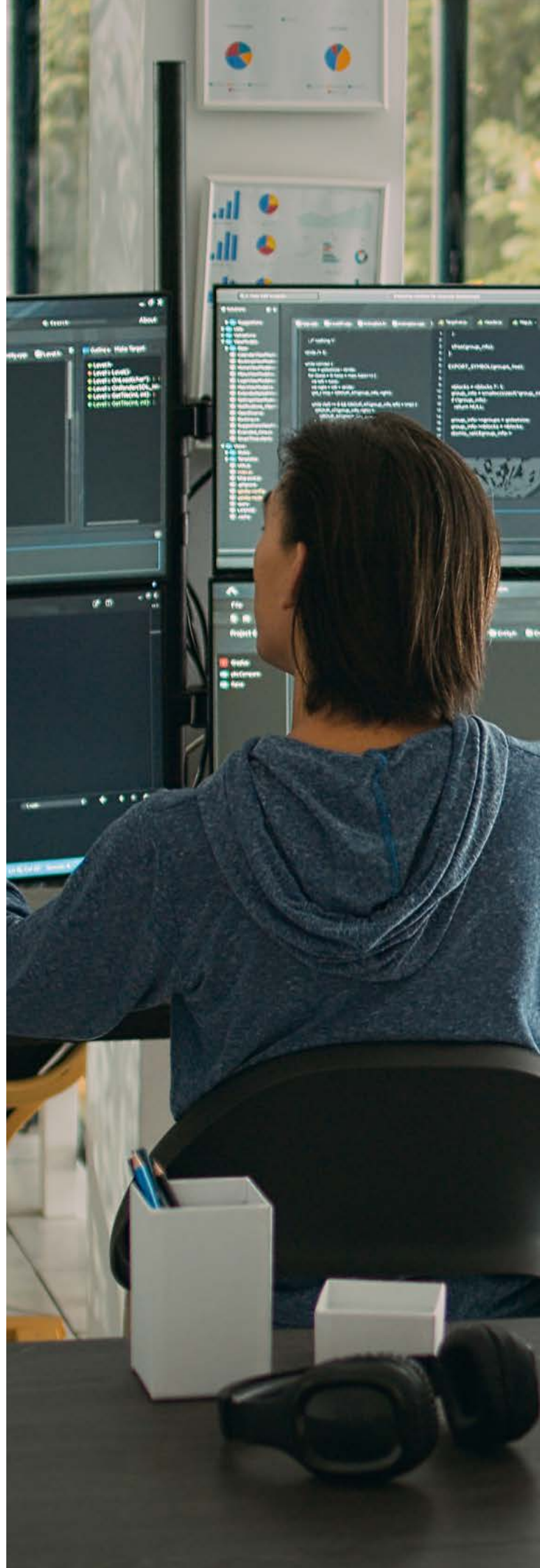
Industry
**Entertainment
& Media**

Overview

The customer faced a critical challenge. The Partner Data Engineering team, spread across London and Los Angeles, managed partner data scattered across multiple applications. What began as isolated solutions had evolved into complex, fragmented infrastructure. The vision was clear: consolidate into Snowflake. But execution proved far more intricate than a simple technical lift-and-shift.

The complexity beneath the surface

Multiple clients had built dependencies on existing Athena infrastructure, meaning any shutdown would cause disruption. The Partners Eventing Platform operated in real-time. Partner services; Authorisation, Product, and Disclosure, each presented unique challenges. The scope demanded experienced data and analytics engineers to navigate complexity at scale while maintaining business continuity. This is where Zenitech augmented the PDE team with specialist expertise.



A two-track strategy: Building momentum while maintaining stability

Rather than risk a high-wire act with a big-bang migration, the customer and Zenitech designed a comprehensive two-workstream strategy that would deliver value incrementally while managing risk with surgical precision.

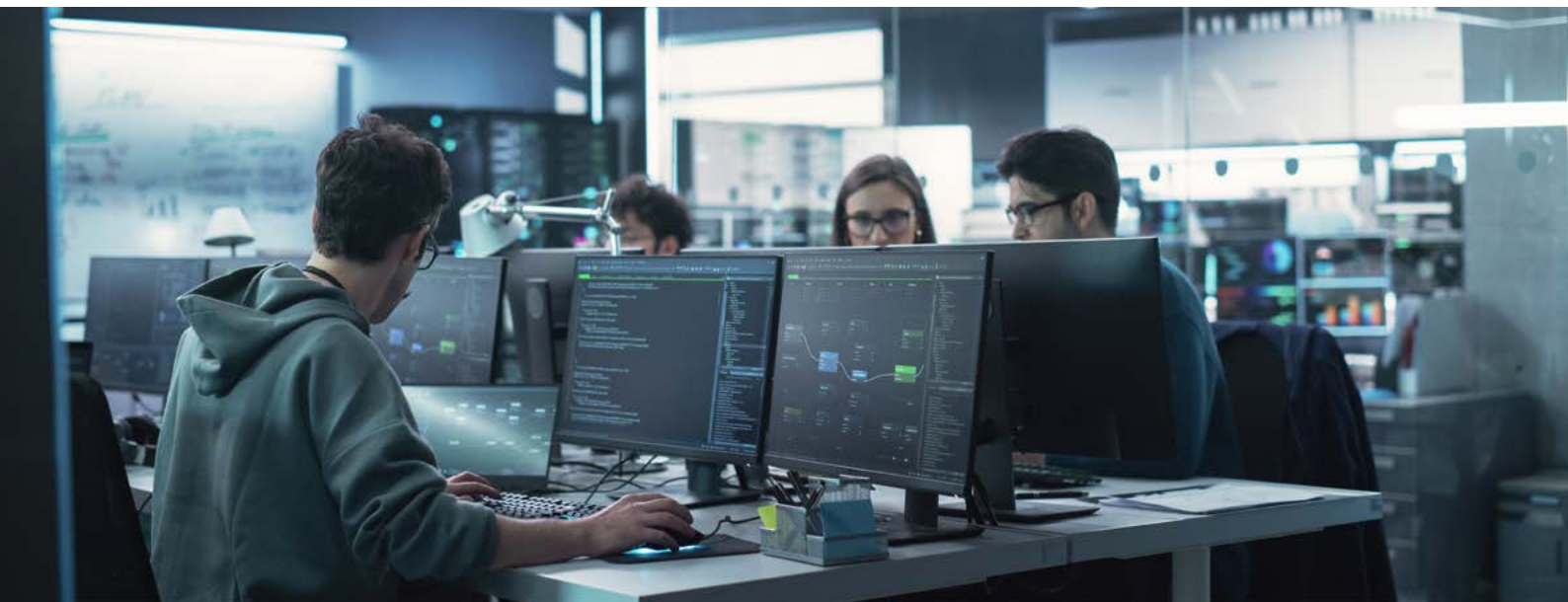
Systematic Snowflake onboarding

The first workstream systematically onboarded partner data into Snowflake. The team analysed each data source to understand structure, usage patterns, and business criticality. Unity data was migrated first, establishing proven patterns. The Partners Eventing Platform, with real-time requirements, demanded close collaboration with service owners. Partner services followed, each building on lessons learned. DevNet extensions, GEMS, TMDB, and ASM systems were progressively onboarded with growing momentum.

The elegance of compatibility

Simultaneously, the second workstream tackled Athena decommissioning. Rather than simply migrate data, they ensured existing clients could operate without disruption. This led to a sophisticated compatibility layer, a translation mechanism allowing systems to function as before while drawing from Snowflake instead of Athena. As data became available in Snowflake, the layer was updated to redirect queries: Content Pipeline, PMDB, Okta, and RoleService.

The team conducted thorough analysis of every client dependency, documenting what data was used and how. This informed seamless compatibility layer design. Migration proceeded methodically, lower-risk systems first, building confidence before tackling critical ones.



The DOMO challenge

Confidence through parallel running

DOMO, critical for business reporting, received special attention. The team analysed all DataSet queries running against Athena, mapping each to Snowflake compatibility views. Rather than flip a switch, they embraced parallel running, maintaining both legacy and new datasets simultaneously. This allowed comprehensive regression testing with business users validating identical results from both platforms. Only when confidence was complete did they retire legacy datasets. Critical BI operations ran uninterrupted throughout.

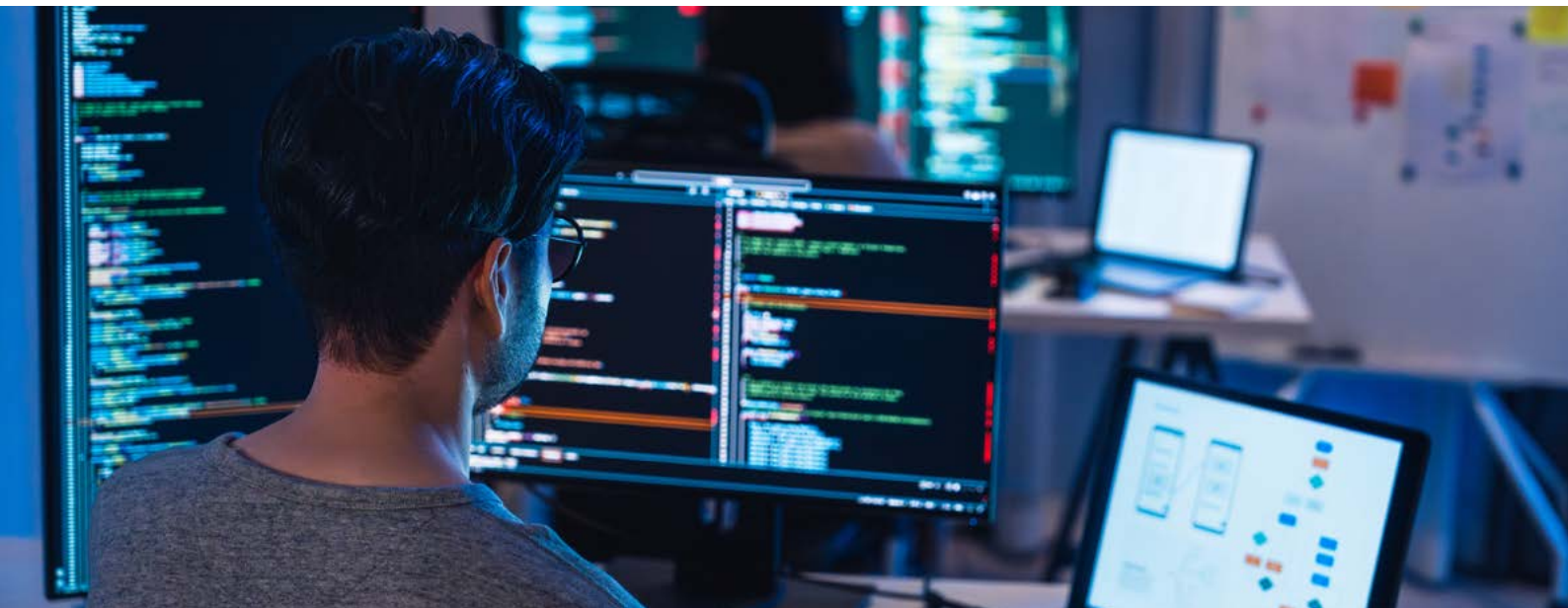
The results

More than just better technology

The compatibility layer proved transformative. Clients continued operating seamlessly, often unaware they were drawing from Snowflake. This invisible transition minimised disruption, maintained continuity, and allowed measured progress, free from hard cutover deadlines.

More importantly, daily collaboration enabled genuine knowledge transfer. When the engagement concluded, the customer's internal teams were fully equipped to manage and evolve the platform independently. This strengthened the organisation permanently, not just temporarily.

The consolidation positioned them for future growth. Data freshness improved dramatically, enabling more frequent updates and better decision-making. The unified platform created a foundation for advanced analytics, machine learning, and deeper partner insights, impossible with fragmented infrastructure. Onboarding new sources now follows established patterns, making future expansion far simpler.



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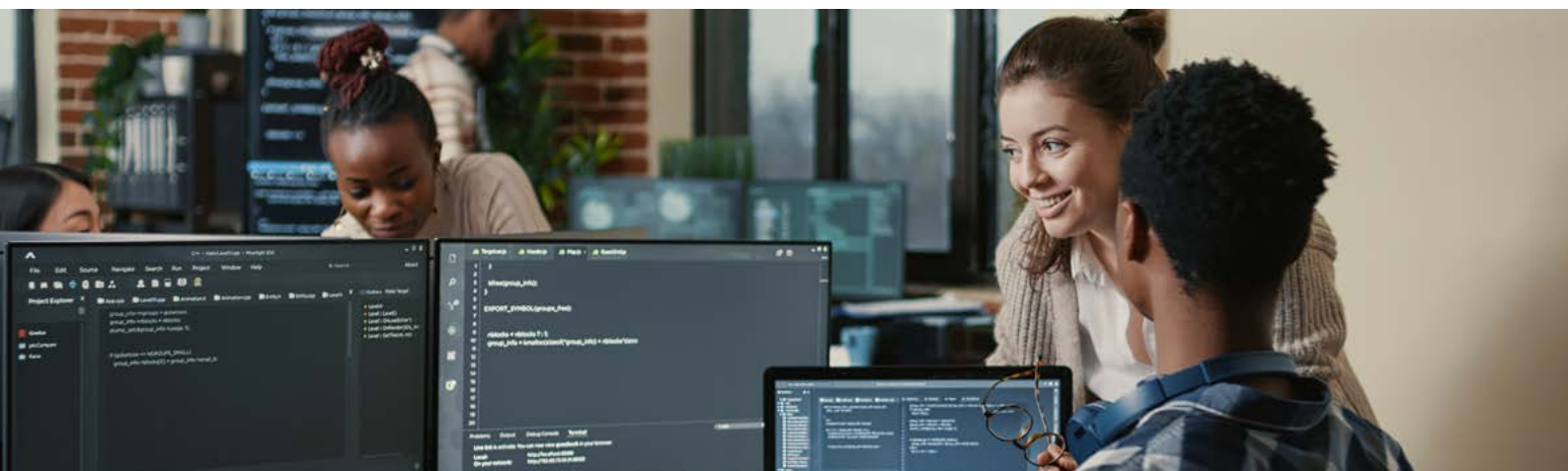
The Partner Data Engineering team emerged from this initiative not just with a better technical platform, but with enhanced capabilities, proven methodologies, and the confidence to tackle future data challenges with sophistication and skill.

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Large-scale data platform migrations don't have to be risky or disruptive undertakings. Through careful planning, systematic execution, strategic use of compatibility layers, and genuine commitment to knowledge transfer, organisations can transform their data infrastructure while maintaining complete business continuity.

Technology Used

- Snowflake DPG Instance
- Compatibility Layer Architecture
- Data Pipeline Tools

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