Global Data Center Solution Provider Improves Agility and Time-To-Value by 80%

www.digitalrealty.com

Industry
Technology

Profile
Digital Realty is the world's largest full scale data center solution provider, offering colocation services, wholesale deployments, interconnection, and cloud services via 156 data centers across 11 countries. Digital Realty's customers include domestic and international companies in multiple industries ranging from information technology and Internet enterprises, to manufacturing and financial services. In 2016, the company brought in a revenue of around $2 billion with its 1,000 employees.

"Our business moves at the speed of our customers, so our primary goal is to understand customer behaviors and needs so we can deliver world-class solutions. By leveraging Denodo technology, we have the needed agility to deliver on this mission."

Paul Balas
VP of Business Intelligence
Digital Realty

Digital Realty has been growing significantly. As the company became popular within specific areas such as professional services, colocation, cloud services, and interconnection services, Digital Realty acquired many new companies – and in turn new systems – to offer best-of-breed solutions. To provide instant value to both internal business users and customers, Digital Realty needed to integrate all newly acquired systems with its enterprise data platform with agility, nimbleness, and proper governance, in real time.

Business Need

For Digital Realty, ETL had been an effective data integration process for a while. However, when the market and customer base began to grow and change, Digital Realty found that ETL tools were no longer capable of handling the company's needs, as they required a broad range of specialized knowledge and were too resistant to change. And since business user requirements inevitably change over time, Digital Realty needed a flexible, adaptable data platform. Digital Realty decided to create a governed middle layer to reduce complexity, improve information clarity, and increase business ownership and trust in data. Specifically, Digital Realty wanted to:

■ Develop a trust in enterprise data among all stakeholders.

■ Spend less time on manual data integration and governance and more time on data analysis.

■ Improve enterprise-wide financial planning and analysis.

■ Deliver market segmentation and a 360° customer view for better customer targeting and value creation.

The Solution

Digital Realty's approach to solving its business need was comprised of a technical component and a personnel component. From a technical standpoint, Digital Reality created a framework for business stakeholders using the Denodo Platform, Semarchy master data management (MDM), and the Birst data visualization tool for dashboarding. The Denodo Platform uses data virtualization to combine key business entities, such as Location and Customer master, etc., with transactional data. The data virtualization layer also holds all business rules and policies that are being defined through IT and business stakeholder collaboration. Data governance is also an integral part of the Denodo Platform, and it provides better governance and security to business users' financial information.

As for the personnel component, Digital Realty identified pilot data champions based on subject matter expertise. Subject matter experts from various lines of business work with the IT team to ensure that the requirements are well defined and then implemented in data quality dashboards. Data champions also use tools to validate data quality and certify that data is suitable for company use. Using the technical and personnel components, Digital Realty created a solution framework to provide predictable value in three weeks' iteration, using agile methodology.
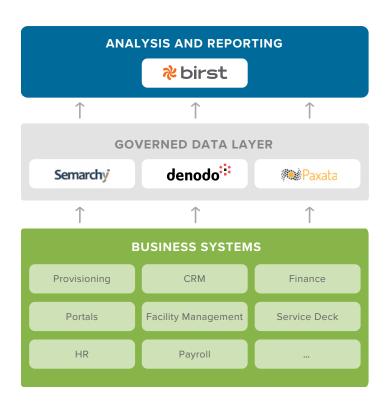
Benefits

The Denodo Platform, along with Semarchy and Birst, created a framework to:

■   Enable business users across lines of businesses to engage in more efficient external reporting.

■   Accelerate the identification of quality issues via the quality dashboarding tool.

■   Deliver precise customer segmentations and go-to-market strategies.

■   Create a data quality fabric that helps to integrate acquired systems and data easily and quickly, and also to more effectively identify inconsistencies in information governance.

■   Make Digital Realty become very efficient in financial governance by enabling acquired companies to better understand the standards for reporting analysis, and also through the consistent demonstration of operational performance.

ANALYSIS AND REPORTING

birst

GOVERNED DATA LAYER

Semarchy | denodo | Paxata

BUSINESS SYSTEMS

Provisioning	CRM	Finance
Portals	Facility Management	Service Deck
HR	Payroll	…

About Denodo

Denodo is a leader in data management. The award-winning Denodo Platform is the leading data integration, management, and delivery platform using a logical approach to enable self-service BI, data science, hybrid/multi-cloud data integration, and enterprise data services. Realizing more than 400% ROI and millions of dollars in benefits, Denodo's customers across large enterprises and mid-market companies in 30+ industries have received payback in less than 6 months.