

# 190 TB of modern cloud-based data lake in 6 months

for a fortune 1000 CX technology and services company



## Business Need

- **Create a modern data sharing architecture**
- Consolidate customer experience interaction recordings data
- Create data lakes in **S3 cloud object storage environment** for ease of data sharing
- **Cost Savings**
- Integrate the data lakes with NICE application to **enhance customer experience**



## Challenges Faced

- Data sprawl across several distributed file systems
- **Data classification**
- **Data management and data sharing**
- Unmanaged data sprawl made finding data for **data analysis extremely difficult**



## Solution Offered

### Implemented Data Dynamics' StorageX to:

- **Consolidate** data present in multiple locations into a **S3 cloud object storage environment**
- Create data lakes by using **File to Object replication. StorageX** took the contents of a SMB share as the source and replicated the files to object storage
- Create data tags for classification for each object in data lake
- Create a custom key name that can be **used with the NICE application** using the **File to Object Transform API**



## Business Impact

1.



**Better customer experience** after integrating data lakes with NICE allowing for greater CX analysis

2.



**190 TB of customer call recordings migrated to S3 cloud object storage in 6 months**

- Created a **modern data sharing architecture**
- Used automation to complete the project in just months as opposed to years if done manually
- Provided comprehensive metadata analytics for actionable insights to **accelerate cloud data migration**

3.



Upgraded the data storage **system** **Improved data access and sharing** with a **data-sharing library** of the call recordings

4.



**Saved on storage cost** by migrating data on S3 object storage

Data Dynamics is a leader in intelligent file management solutions that empower enterprises to analyze seamlessly, move, manage and modernize critical data across hybrid, cloud, and object-based storage infrastructures for true business transformation. For more information, please visit [www.datadynamicsinc.com](http://www.datadynamicsinc.com).