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CASE STUDY

# Building a Centralized Enterprise Data Hub with Databricks for a Leading US Turnkey Asset Management Platform



**Industry: Financial Services | Domain: Wealth Management**

## THE IMPACT

**350GB**
daily volume processed

**10 years**
of historical data consolidated

## CLIENT

A leading US Turnkey Asset Management Platform with over $180 billion in assets under management.

## CHALLENGES

Inconsistent marketing measurement from poor data-driven insights, lack of historical data lineage, complex regional Lines of Business (LOBs), and lack of a repeatable, automated framework made it difficult to reliably measure channel performance, impact, and ROI.

## Our Approach

### SSOT and Future-Proof Enterprise Data Hub

We developed a single source of truth for all data and built a future-proof platform for processing a 350GB of daily volume of custodial and other data sources.

## HERE'S WHAT WE DID

**01**
**Adopted a configuration-driven approach** to accommodate diverse data source updates.

**02**
**Implemented an effective logging mechanism** to monitor operations, and built a rule framework for comprehensive file validations.

**03**
**Created a custom CDC framework** to reduce storage costs and eliminate third-party tool integration.

**04**
**Transformed API, SQL and file-based data** from raw to refined using **Databricks as the central processing engine**, for our client's Enterprise Data Hub enabling trusted, business-ready data for critical enterprise needs.

## BUSINESS OUTCOMES

**Solved**
data lineage, duplication, and data processing challenges at the organization.

**350 GB**
of data processed daily for enterprise-scale decision-making.

**10 years**
of historical data consolidated in the enterprise data hub.

## Power enterprise-scale decisions with data you can trust.

Book a 30-minute conversation with our analytics & AI experts today!

LET'S TALK →

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