launch

NAVIGATORS IN THE AGE OF TRANSFORMATION©

Harnessing the Power of:

aws

Project Requirements:

- **Data utilization**
- **Cost-effective data management**
- **Real-time data access**
- **Network load stability**

Leveraging Petabytes of Data:

Launch Consulting and AWS data platform and management for discovered growth & revenue.

The Fortune 50 telecom company explored cost-effective means of utilizing viewer data, but existing technology platforms were not up to the challenge. Most proposed solutions required expensive, time consuming custom work to be completed by a small, highly-specialized team.

The Fortune 50 telecom company aggregates a vast amount of viewership data from its media and communications properties. This data provides an enormous potential for agile decision-making based on viewership trends. This could serve as a major differentiator in the advertising revenue market.

Launch's Solution:

Aligning with executive direction to implement a Cloud-first paradigm in all future-state architectures, Launch designed a holistic solution centered on the Snowflake Cloud data warehouse offering on VPS (Virtual Private Snowflake). Key components of this solution involved building processes for improving data quality and data security, while leveraging the scalable design of Snowflake to conduct data transformation activities within the data warehouse itself (ELT pattern). Underlying Snowflake was Amazon AWS on Kubernetes providing the wrapper for the portal.

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> **Under Launch's leadership, multiple best-of-breed partners were brought together with Launch's Agile execution and holistic consulting expertise.**
>
> **Fortune 50 Telecom Company Data Management**

A Human Approach:

Working in a close partnership with (New ad platform) leadership, the Launch team was able to rapidly mobilize a team of developers, program managers, thought leaders and key business partners to move from envisioning and prototyping through experience design and implementation. This relentless focus on partnership, communication, and collaboration demonstrates Launch's commitment to bringing the best resources to tackle challenges.

Project Results:

5.5
Start to Finish in Record-Time:
Number of Months of Data Portal Development Time

Touch-Points Revealed:
Millions of previously unused touchpoints utilized and leveraged

47 MM
Number of NEW Real-Time
Cross-Platform Subscribers

AWS Cloud Platform:
Powered All Analysis for Unparalleled Speed and Accuracy

Real Life Outcomes:

Under Launch's leadership, multiple best-of-breed partners were brought together with Launch's Agile execution and holistic consulting expertise. In the new world order, customers are free to pick and choose the very best solution for each application – and Launch is your technology concierge to help navigate options that are best for your organization.

Zero-to-Cloud in 60 Seconds:

From a standing start in May 2018, the initial version of the Data Portal was brought online a mere 5.5 months later. This was only possible through key partnerships and Launch's ability to rapidly execute in an Agile manner, with ongoing development work further enhancing functionality and hardening the platform for operational readiness.

With Launch driving technical architecture and delivery, the Fortune 50 telecom company was enabled to utilize data from millions of touchpoints to create (Name of ad company): a new advertising company, providing real-time insights to advertisers, enabling more targeted messaging.

(Ad company) proves that massive amounts of data can be translated into opportunities to grow significant revenue streams very quickly.

About Fortune 50 Telecom Company:

(Company) is a leading U.S. multinational conglomerate telecommunications company that has provided its customers with exceptional products and services for over 30 years.

Core Practice Areas: Human Experience Design, Data Platform, and Cloud -- seamlessly combined by a Technology Concierge team to craft the transformative approach so often marketed but rarely delivered. Based in Bellevue, WA, they have regional offices in key markets across the nation, including Dallas, San Francisco, and Washington D.C.

About Launch Consulting:

Founded in 2005, Launch is a veteran-owned company that takes a people-first approach to solving complex technology problems with innovative solutions. With over 500 technology leaders, designers, and engineers, they consistently push the boundaries of commonplace.

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