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DATA MIGRATION PROJECT

—— EXECUTIVE SUMMARY

PHI (Post Holdings Inc.), a US Saint Louis-based company, wanted to migrate all IICS (Informatica Intelligent Cloud Services) mappings and related code to a DBT platform for faster processing and transformation. The goal was to eliminate the use of IICS. For this project, PHI utilized CrowdPlat's expertise and its vast, global network of experts. The chosen team focused on converting the PHI provided index of IICS ETL maps to perform the exact same functionality in a DBT model or model group by converting the provided list of IICS ETL maps into the designated model group(s). CrowdPlat is proud to say that the project was executed with PHI standards of excellence and to the great satisfaction of the customer.

—— CLIENT OVERVIEW

PHI is an American consumer packaged goods holding company headquartered in St Louis, Missouri. Well known for its cereals like Raisin Bran and Grape Nuts for instance, its businesses operate in the center-of-the-store, refrigerated, food service, and food ingredient categories. Its Post Consumer Brands business manufactures, markets, and sells both branded and private-label cereal products. Its Michael Foods the food service and food ingredient channels. Through its Post Refrigerated Retail business, Post offers potato, egg, sausage, and cheese refrigerated side dishes products. Post participates in the private brand food category through its investment in 8th Avenue

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Food & Provisions, a leading, private brand-centric, consumer products holding company, which is owned by Post Holdings and funds affiliated with Thomas H. Lee Partners, L.P. ("THL"), a private equity firm.

—— CHALLENGE

The PHI Business Intelligence team had been using Informatica Intelligent Cloud Services (IICS) to extract and transform data from multiple Operating Company ERP systems and several other disparate sources into the necessary reporting database structures on a centralized Snowflake database. For the DBT migration project, PHI was looking to migrate all IICS mappings and accompanying code to the DBT platform as it offered faster, easier, and more organized data transformation capabilities. The goal of those newer data transformation capabilities was going to be to eliminate the use of IICS and migrate IICS ETL maps into DBT models or model groups that would accomplish the same functionality. However, at this point DBT platform was still very new to the market, and there were not too many experienced DBT ETL developers with the skillset required to perform such a complex migration.

—— SOLUTION

The CrowdPlat business model seemed a perfect fit for this unique project since the company had the ability to source experienced DBT ETL developers in a brief period of time. After quick, intensive interviews of more than 50 developers, CrowdPlat onboarded approximately 10 DBT ETL developers with an average of 15 years of prior work experience to perform the migration. The experienced developers helped PHI establish standards for migration early on and converted 300 IICS maps to DBT in only three months. Delighted with the results, PHI further engaged CrowdPlat to convert an additional 170 IICS maps to DBT, which were executed in less than two months. Within five months, the project was completed to complete client satisfaction, and all converted models passed PHIs highest quality approval process.

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——— CROWDPLAT ADVANTAGE

Delivery assurance. CrowdPlat assigned a project manager in the United States to work closely with PHI personnel to track progress, discuss risks and mitigate them, and provide updates. The project manager ensured the team was progressing on the migration work and delivered output met PHI quality standards. Any performance issues or lack of engagement from freelancers were addressed right away to keep the project on track.

Specialized expertise. There was limited availability of DBT talent in the market with only around 300 experience DBT developer profiles from India listed on LinkedIn. However, due to CrowdPlat business model, the company was able to leverage its freelancer network to source top-talent developers and quickly on boarded several senior level developers to work on the project, which resulted in a successful outcome.

Low-cost delivery. Besides limited expertise, PHI was looking to deliver the project at a lower cost. To deliver within budget, CrowdPlat sourced all developers from India and used a mix of full-time freelancers, and moonlighters. As part-timers already had full-time jobs and were looking for additional income, they were able to work on the project at a much lower cost than if they were performing this work as their primary job function.