Finstro

Finstro originally partnered with ASE for DevOps architecture improvements and automation leveraging Terraform. ASE was requested to implement a framework and rigor around the deployment process to allow new development, test, and demo environments to be deployed easily and quickly.

CHALLENGE

Finstro's business was growing rapidly with new territories, funding, and partners all coinciding at the same time. With an increase in volume and new systems being deployed to the business, Finstro's CFO could not extract the reports required for visibility across the organisation and shared this frustration with ASE and stakeholders. ASE discussed a data management approach of 'decoupling,' with a Data Dam which ASE had fostered and utilised on numerous occasions previously.

With multiple business units and data spread across different silos, in CRMs, ERPs, and line of business applications, gaining visibility across Finstro's data from end to end was a challenge. It was difficult to gain benefit and value from the various disparate data sources across the organisation.
Finstro required complete and timely visibility across their data and board level visibility to be able to hold their teams to account. The organisation also needed to meet various critical reporting timelines to meet compliance and ensure stakeholders were kept informed of daily activities.

SOLUTION

With many options and various approaches to data lakes existing in the market, Finstro was hesitant to try the data lake in their business at this critical time.

After thorough consultation to understand the outcomes Finstro desired, ASE put forward an affordable Data Dam solution. ASE walked hand in hand with Finstro on their data driven decision making journey to ensure the roll-out, implementation, and results exceeded expectation.

An appealing factor of the Data Dam solution for Finstro was the fixed ongoing cost[GU1] s. Unlimited storage with fixed costs for data extraction and egress from various platforms meant that the volume of data could continue to grow, all whilst being decoupled and centralised to ensure all stakeholders received the information from the data required. Data Dam's approach of storing data in open data formats ensures that data is protected from vendor locking and obsolescence.

As part of the solution, ASE provides a centralised Service Desk that Finstro can contact for all queries or issues relating to collecting and collating data for ongoing assurance.
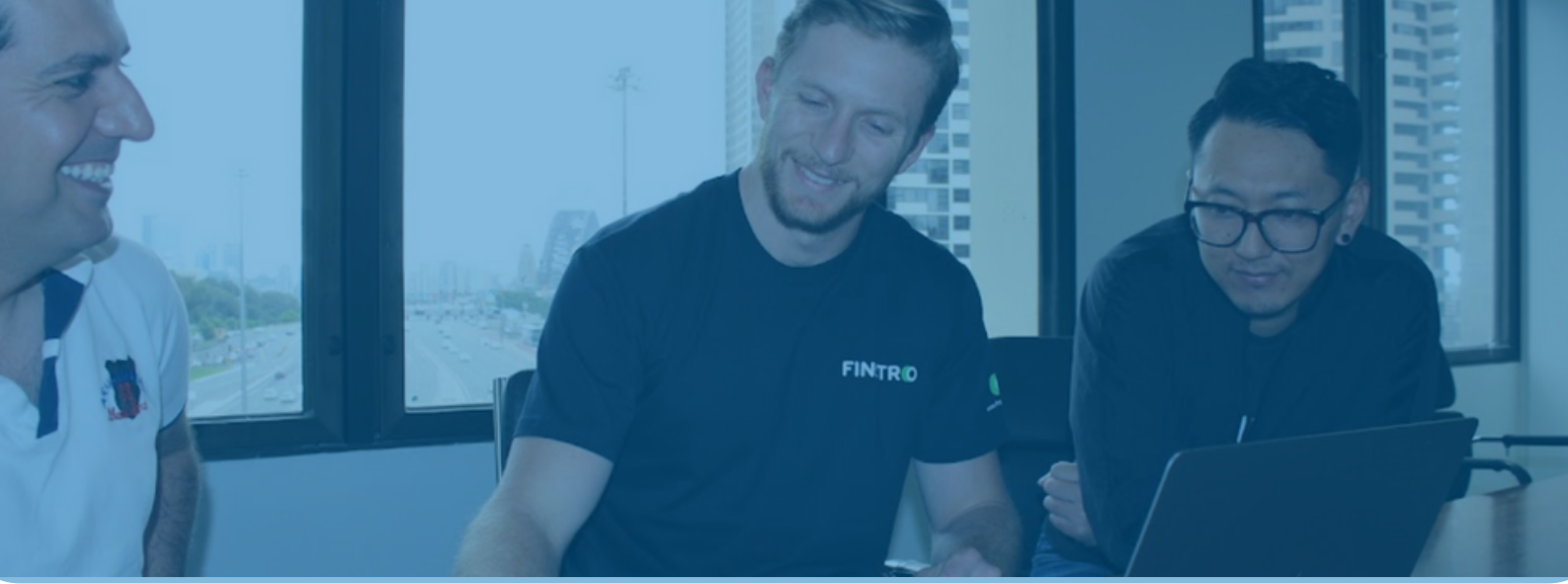
⬤ OUTCOME

Finstro can now generate reports and gain insights across their disparate data (SalesForce, AWS DynamoDB, Amazon RDS (SQL) database) sources through Excel or any one of hundreds of readily available off-the-shelf reporting products such as PowerBI and Tabelau. Finstro can now pull the data from their Data Dam in their chosen format and be assured data integrity is high because of timely and consistent updates.

By decoupling Finstro's data from their applications and legacy databases, Finstro were able to not only gain visibility across their numerous business units, but also build correlations across them and create economies of scale.
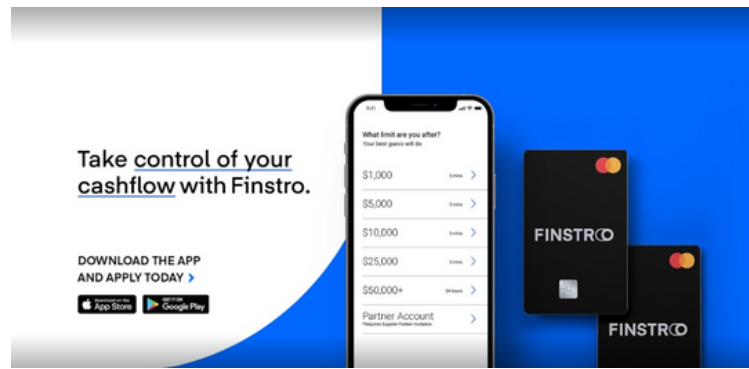

An added benefit was driving down Finstro's costs. Having investigated a data warehouse option with various cloud providers, the costs were largely unknown. This option also had the added to the risk of vendor lock in which this thriving startup was keen to avoid, ensuring their options remained open as they continued to grow.

Finstro also reduced delivery work times as they were able to now correlate the data between operations and delivery.

ASE's Data Dam was the perfect solution for Finstro in this critical time for their business.

⬤ ASK   ⬤ SOLVE   ⬤ EVOLVE