

CUSTOMER SUCCESS STORY

Industry-Leading Dental Lab Company Uses Attunity CloudBeam to Support Timely, Cost-Effective Analytics on Amazon Redshift



“Amazon Redshift is an impressive cloud-based data warehouse. Using Attunity CloudBeam’s optimized data loading solution, Glidewell was able to onboard more quickly to the platform and overcome the data transfer bottleneck while avoiding a large learning curve. This resulted in rapid self-service analytics with immediate value to our business.”

- Mike Selberis, CIO, Glidewell Laboratories


AT A GLANCE
About Glidewell Laboratories

California-based Glidewell Laboratories provides high-quality dental lab products, services and materials to dental professionals. It is the largest dental lab in the United States and also has an established market presence in Europe. The company has a decades-long heritage of technological innovation, as well as a commitment to clinical and technical education to promote industry growth.

Objectives

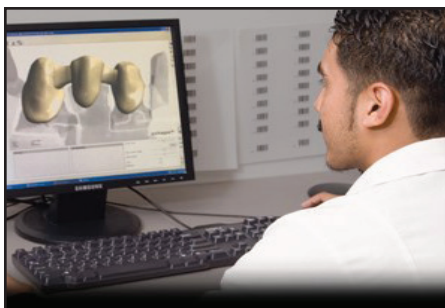
To provide business end users with timely access to data on Amazon Redshift to support analytics and business intelligence. Key requirements: an affordable data migration solution that does not require customization and is easy for IT to use.

Solution

Attunity CloudBeam enables Glidewell Laboratories’ IT team to quickly synchronize information between on-premises databases and Amazon Redshift. As new business analysis needs arise, it’s fast and easy to create new data marts in the cloud.

Overview

Glidewell Laboratories provides quality dental lab products and services to customers in the United States and Europe. To maintain its position as an industry leader, the company created a more responsive, cloud-based infrastructure to support business intelligence and analytics. With Attunity CloudBeam, business leaders at Glidewell Laboratories can access up-to-date information on Amazon Redshift and analyze that data for new insights.



analyses to identify new markets, evaluate sales data, and investigate the effectiveness of new processes. This requires the company to gather large volumes of data from its seven labs in the United States, as well as from labs located in Costa Rica, Mexico and Germany. Although Glidewell Laboratories has an on-premises data warehouse in California, it wasn’t designed in a way that allowed business end users to gather insights in a timely way. Glidewell’s IT team decided to explore other solutions.

Forging a new path with Amazon Redshift

To help extend its competitive advantage, Glidewell set out to adopt a progressive data warehousing and analytics stack. Among the requirements, Glidewell sought a dynamic, cloud-based platform which supports a self-service model, low barriers to entry, and minimal up-front costs. When Glidewell’s IT team attended the AWS re:Invent conference, they learned more about Amazon Redshift. The fully-managed, petabyte-scale data warehouse service looked attractive. It would be possible to analyze data simply and cost-effectively using Glidewell’s preferred business intelligence tools – Tableau Software for analytics and Dundas Data Visualization for dashboards. “Moving data to Amazon Redshift would eliminate the hardware bottleneck that occurred with the on-premises data warehouse, because users would be able to connect via Tableau or Dundas directly to the cloud-based data warehouse. An important part of the equation, however, was moving data from

The Company

Based in California, Glidewell Laboratories supplies the global dental community with the industry’s highest quality dental lab products, services, and materials. Established in 1970, the lab specializes in crown and bridge, ceramic, dentures, dental implants and prosthetic components, and full-cast restorations. The business has since expanded further into dental materials and related technologies.

To maintain its industry-leading position, Glidewell Laboratories conducts trend



on-premises databases to Amazon Redshift,” said Glidewell Laboratories’ CIO, Mike Selberis.

With Amazon Redshift in favor, Glidewell set out to conquer the data integration challenge. In researching options, the Glidewell team considered traditional extract, transform, and load (ETL) tools as a means of transferring data to Amazon Redshift. However, these products required customization, considerable ongoing management from the IT staff, and extensive training for a dedicated technical resource. The estimated six-month timeframe to implement an ETL-based solution was too long for them to wait to deliver value to the business.

A cost-effective, efficient way to move data to the cloud

An Amazon Web Services Solution Architect suggested that Glidewell Laboratories work with Attunity to solve its data integration challenges. The collaboration enabled Glidewell to replicate data from Microsoft SQL Server to Amazon Redshift with just a few clicks. Glidewell was impressed and quickly concluded that the powerful, yet affordable Attunity CloudBeam solution would not require any form of costly customizations or specialized training.

The Attunity CloudBeam proof of concept was an end-to-end success. It took only two hours to replicate the initial full load of data from Glidewell’s on-premises databases to Amazon Redshift. The subsequent implementation of Attunity CloudBeam has been smooth. As questions arose, the Attunity support team obtained fast responses and the Glidewell team had easy access to Attunity specialists when needed. “We expect to sync around half a terabyte of data between on-premises data sources and Amazon Redshift. The IT team is confident that Attunity CloudBeam was the right choice and solution for the job,” said Selberis.

Delivering business value and reducing IT costs

For Glidewell Laboratories, one of the greatest benefits of using Attunity CloudBeam and Amazon Redshift has been the ability to deliver value quickly to the business. Recently, a group of end users was interested in analyzing the effectiveness of new business processes and the IT team created a data mart for them on Amazon Redshift within two days.

Company leaders recognize the cost savings that has been possible by using Attunity CloudBeam and Amazon Redshift. Using an ETL solution would have cost \$15,000 for initial customizations, plus a dedicated IT resource with an annual salary of at least \$73,000. With Attunity CloudBeam, Glidewell was able to avoid the slower ETL model, decrease costs, and improve productivity significantly.

The IT team also appreciates how easy it has been to work with Attunity. CIO Mike Selberis noted, “We’ve worked with a lot of vendors and Attunity’s support and responsiveness has been impressive. Companies considering Amazon Redshift should know that it’s possible to show value to the business by quickly implementing a solution using Attunity CloudBeam.”



“Attunity CloudBeam has made it possible for us to provide business end users with data for analytics in a timely way. Unlike other solutions we considered, Attunity CloudBeam was fast, easy to implement and competitively priced. This is essential, as we strive to deliver value to the organization by enabling more timely insights for improved business decision-making.”

— Mike Selberis, CIO, Glidewell Laboratories

BENEFITS FOR GLIDEWELL

- » Efficient data loading between on-premises databases and Amazon Redshift, eliminating the need for a full-time DBA.
- » Easy, fast integration which greatly reduced project development work and maintenance, as well as eliminated the need for an ETL solution, resulting in a total annual savings of around \$88,000.
- » Access to real-time analytics which support better business decision-making.
- » A flexible solution which makes it easy to add new sources of information to the data warehouse.

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