



Casey's General Stores Aim to Reinvest in New Growth by Leveraging Data to Reduce Operational Costs

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Client's Challenge:

Casey's needed a modern, flexible data platform that could rapidly identify new areas for increased efficiencies and lower operational costs in their store operations that was faster, more accurate and scalable than their current on-prem system.

- Over 150 ETL packages needed to track the sales and operations data of its 2,100+ stores.
- Relied on SSIS and Microsoft's on-prem analytics platform system (APS) to serve as its data warehouse and insights delivery tool.

Initial Solution:

Casey's leveraged Neudesic's Insights Development Workbench Framework to migrate over 150 SSIS ETL packages to a structured ADLS for fast insights delivery to the business.

- An APS migration of over 7TB of data from 360 APS Data Warehouse tables into Azure Data Lake
- Nearly 600 data source objects now flow from Oracle, SQL server databases, flat files, and 3rd party APIs sources into Azure Databricks.
- Security of sensitive data is maintained through an architecture built around Databricks Secret Scopes

Impact:

Casey's was able to reduce the cost of maintaining over 150 SSIS packages by 60% and accelerate delivery of operations insights by 50%

- Architect and deploy enterprise Azure foundations for multiple environments using established best practices and automation.
- The existing SSIS ETL logic used to populate APS, was refactored into Databricks notebooks
- Increased efficiencies and lower operational costs in store operations. Earlier access to data insights by using a Modern Analytics Platform.

Technologies in Focus



Azure Databricks
Azure Data Factory
Oracle
Microsoft Analytics Platform
SSIS
Azure SQL Database
Azure Synapse

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Quick Stats



Industry: Retail
Microsoft Pillar: Data & AI
Microsoft Segment: Enterprise
OCP Co-Sell Solution: Data Modernization Accelerator To Unified Analytics On Databricks

Project Highlights



60%	50%	600+
Cost reduction of maintaining 150 SSIS Packages	Faster delivery of operational insights	Data sources connected to Azure Databricks using Azure Data Factory