Starburst
ANALYTICS ANYWHERE

CASE STUDY

Food & Beverage Giant Shifts to a Single Point of Access for All Data with Starburst and Microsoft

While transitioning to Azure Data Lake Storage, the company has turned to Starburst for secure, cost-effective data analytics at scale

When one of the world's leading food and beverage companies, with multiple brands generating more than $1B each in estimated annual retail sales, recognized the need to upgrade its data storage and analytics capabilities, the company turned to Starburst Data and Microsoft. This global conglomerate's diverse portfolio of brands resulted in massive quantities of data siloed in different proprietary systems. These brands stand to gain from learning more about each other's businesses and customers, but analyzing this trapped data was nearly impossible. As an initial step, the company's Data Engineering Services team initiated a plan to stream all new data into Microsoft's Azure Data Lake Storage (ADLS).

Analytics Anywhere with Starburst Enterprise

Starburst Enterprise includes high-performance connectors to ADLS, Teradata warehouses, and other common data storage platforms. Designed to analyze data where it lies, Starburst Enterprise allows Business Intelligence and Data Analytics teams to simultaneously query company data in ADLS and on-premises warehouses without costly ETL.

Fine-grained security, fast performance, enhanced management and controls, 24x7 support from the Trino experts, and additional features make Starburst ideal for complex multinationals like this beverage giant.

Complementary Solutions: Databricks, Starburst, & ADLS

At this food and beverage company, Starburst Enterprise operates alongside Databricks, as it does with many other large enterprise customers. Starburst and Databricks offer highly complementary solutions. While Databricks handles Machine Learning and streaming data ingestion into ADLS, Starburst provides a high-concurrency and high-performance SQL query engine. Together, Starburst and Databricks ensure that the company extracts as much value as possible from its Azure deployment, cementing Microsoft's role within the company's cloud infrastructure.

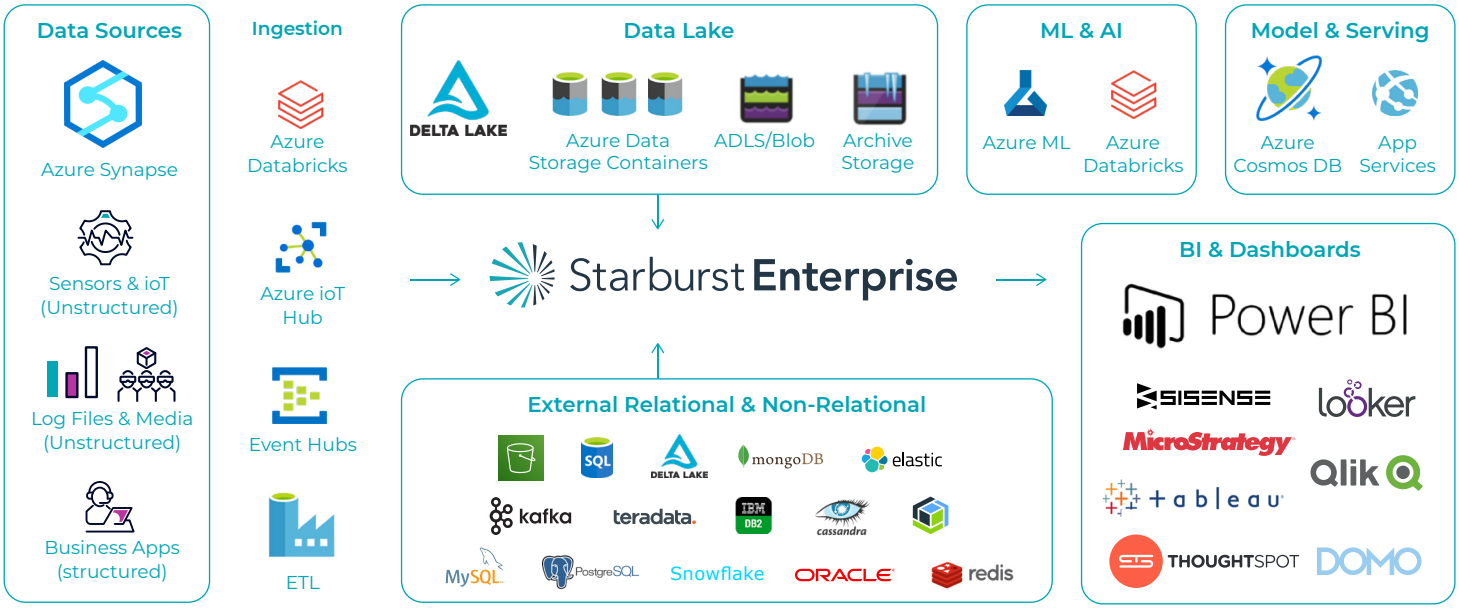
Azure +

Massive Scale With Azure Data Lake Storage

Built on cost-effective Azure Blob Storage, ADLS offers massively scalable, secure data lake functionality. Optimized for analytics workloads, ADLS is designed to help large companies speed time to insight. Yet the food and beverage company still had a problem. Roughly 95% of its data remains siloed within on-premises data warehouses like Teradata. The company needed a way to analyze both the new data streaming into ADLS and this siloed data.

Starburst Enterprise and Microsoft

Starburst Enterprise is a versatile partner to Microsoft and a powerful addition to its larger cloud ecosystem. This general architecture diagram demonstrates Starburst's integration with multiple Azure data sources, in addition to relational and non-relational databases, and various BI tools. This broad range makes Starburst especially appealing to large global enterprises like the beverage giant.



Self-Service BI

The business intelligence and analytics teams can join and access data they couldn't query in the past – or not without ETL. Analysts can tap into previously siloed data sources and unlock hidden value and insights to drive programs and new initiatives. Another Starburst customer used its ability to quickly access and join different data sets to drive $200M in new subscription revenue.

Faster Time-to-Insight

Both ADLS and Starburst are designed to accelerate time-to-insight. Previously, it would take weeks to get data out of this company's Teradata warehouses into their data lake. Now business units, wholesalers, and brands can immediately access and query this data where it lies and join it with larger data sets.

Secure Data Sharing Across Brands

Within the company, products are effectively run as independent businesses within the larger ecosystem of global brands. The ability to query and analyze other data sources at other brands – with fine-grained controls preventing unauthorized access – will drive new revenues and marketing programs across the company.

Cost Savings via Autoscaling

Previously, when the team spun up a cluster with HDInsight, they had to leave it running, so they ended up paying for this cloud infrastructure 24/7. The autoscaling feature in Starburst Enterprise allows the company to easily meet user needs by automatically scaling up during busy times and gracefully scaling down at nights and weekends – saving money and taking advantage of the Azure cloud infrastructure. This way, the company will only pay for the Azure services it uses, making the deployment far more cost-effective.

Improved Cluster Management & Chargeback

Starburst Enterprise allows the company's Data Engineering Services team to track every query, and which group runs the query, and then charge back to different departments accessing different clusters.

24x7 Support from the Trino Experts

A Starburst Enterprise deployment also comes with 24x7 support from the largest, most accomplished team of Trino experts in the world; fully-tested, stable releases; hotfixes & security patches, and more.

Cloud Analytics and Scalable Infrastructure for the Future

Starburst Enterprise and Microsoft ADLS have empowered this global food and beverage leader with a more efficient and scalable architecture for the future. The inexpensive, resilient, highly scalable storage of ADLS, along with the security enhancements and analytics anywhere capabilities of Starburst Enterprise are helping to move the company closer to its goal of becoming the global leader in convenient foods and beverages.