IRONSIDE

Abstrax.

# Modernizing Data Infrastructure for Future Monetization

Abstrax Tech is a California-based flavors and fragrances company specializing in terpene formulations. They research, develop, produce and sell botanically-derived terpenes and flavors for various industries. Ironside successfully led Abstrax Tech's journey to an AWS data and analytics environment.

## INDUSTRY
Flavors and fragrance company

## CLIENT
Abstrax Tech

## RECOGNITION
#627 on 2024 Inc 5000 List

## ENGAGEMENT TYPE
Data Lake Implementation and Analytics Modernization Project

## BUSINESS CHALLENGES
▶ Immature data infrastructure with siloed data across various SaaS providers.
▶ Difficulty combining data for holistic business view.
▶ Need to monetize scientific research data.
▶ Vision to create a cooperative data platform with partners/customers.
▶ Limited ability to analyze and leverage existing data assets.

## TECHNOLOGY USED
▶ Amazon S3
▶ Amazon Athena
▶ AWS Lambda
▶ AWS CloudTrail
▶ AWS Step Functions

▶ Amazon QuickSight
▶ Amazon Q for QuickSight
▶ Amazon Q Business
▶ Amazon Neptune
▶ AWS CloudWatch

## SOLUTION
▶ Successful consolidation of disparate data sources into unified AWS platform.
▶ Complete transition from Power BI to Amazon QuickSight, with rapid user adoption.
▶ Creation of multiple reports and dashboards for business insights.
▶ Enabled natural language querying (NLQ) of business data through Amazon Q for QuickSight.

## OUTCOMES
▶ Established foundation for future data monetization opportunities.
▶ Use NLQ to generate and share insights with internal and external stakeholders.
▶ Enhanced data accessibility and analysis capabilities.
▶ Positioned for future expansion of data services to customers and partners.

The project demonstrates Ironside's ability to deliver comprehensive data and analytics solutions that transform business operations while establishing foundations for future growth and innovation.

# How we delivered.

**01**

## PROOF OF CONCEPT

Initial AWS proof of concept to validate platform selection.

**02**

## IMPLEMENTATION OF DATA LAKE

▸ Migration from existing systems to AWS platform

▸ Integration of ERP (Acumatica) data

▸ Implementation of Amazon QuickSight for business intelligence

▸ Addition of Amazon Q inQuickSight for natural language querying

**03**

## INGESTION OF DATA INTO A DATA LAKE

▸ Implementation of graph database using Amazon Neptune

▸ Integration of research, ERP, sensor, and scientific data

▸ Future capability for data monetization

## Let's talk about your data and the insights you want.

### SCHEDULE TIME TO TALK WITH OUR EXPERTS

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