

Glidewell Laboratories Gains Deeper Data Insights Faster with Amazon Redshift and Attunity

A leading dental lab wanted to leverage its data to make better and faster business decisions, but to do so, they needed to move huge amounts of data to the cloud. But how could they move so much data, from so many databases, quickly enough to add value to their decision making? Amazon Redshift and Attunity made that job easier than they'd ever expected. Read on to learn how Attunity helped Glidewell Laboratories make the most of their Amazon Web Services (AWS) capabilities.

The Business Challenge: Moving Huge Amounts of On-Premises Data to the Cloud

If you've had a crown, dentures, or custom prosthetics made from a mold at your dentist's office, you've probably crossed paths with Glidewell Laboratories. They're the largest dental lab in the United States, manufacturing over three million custom dental products annually. When Glidewell adopted the CAD/CAM Digital Manufacturing standard, the amount of data the company had to store and analyze exploded tenfold, to over 150 million records.

To manage that change, Glidewell created a more responsive, cloudbased infrastructure to support business intelligence and analytics. Cloud migrations can be tricky, often requiring custom coding that slows down the process, reducing the time-based value of analytics for quick business decision-making. Yet, today's cloud holds the promise of allowing enterprises to leverage its flexibility to lower IT costs and to scale projects as needed in real time. That's the kind of data migration solution Glidewell needed—especially key because its on-premises data storage solution included over 80 separate databases.

Attunity and Amazon Redshift: A “Better Together” Solution

Glidewell identified Amazon Redshift and Attunity as an ideal solution: a powerful data warehousing solution from Amazon Web Services (AWS) and an Amazon Partner Network (APN) product to manage the complex data migration necessary to take full advantage of Redshift's abilities.

BENEFITS OF ATTUNITY WITH AMAZON REDSHIFT:

- Quick, easy setup with monitoring for peace of mind, control, and auditing
- Secure data transfer with industry standard SSL encryption
- Data integrity with check mechanisms
- Efficient data loading, eliminating the need for a full-time database administrator
- Easy, fast integration
- Access to real-time analytics with change data capture (CDC)
- A flexible, affordable solution that makes it easy to migrate data to the cloud

“Amazon Redshift is an impressive cloud-based data warehouse. Using Attunity'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

Amazon Redshift met Glidewell's need for a progressive data warehouse and analytics stack. The dynamic, cloud-based platform features low barriers to entry and minimal up-front costs with a self-service model. The fully-managed, petabyte-scale data warehouse service would make it 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.

For the data migration, Glidewell's team considered traditional extract, transform, and load (ETL) tools, but the customization, ongoing IT management, and extensive training required rendered it too cumbersome for Glidewell's needs. That's when an AWS team member made the introduction to Attunity, an Amazon Partner Network (APN) company. The powerful, yet affordable Attunity for Redshift solution enabled Glidewell to replicate data from Microsoft SQL Server to Amazon Redshift with just a few clicks, without the need for costly customizations or specialized training. Best of all, the adoption was simple with Attunity's specialists ready to support Glidewell with timely support options.

"We expect to sync around half a terabyte of data between on-premises data sources and Amazon Redshift. The IT team is confident that the combination of Amazon Redshift and Attunity was the right choice and solution for the job," says Mike Selberis, CIO of Glidewell Laboratories. As the proliferation of data explodes again with IoT technologies taking hold in Glidewell's industry, company leaders are confident that they will be able to scale easily to meet their analytics needs for the long haul with Amazon Redshift and Attunity.

What Attunity Provides

Attunity simplifies the process of complex data migrations to the Cloud. Attunity automates and accelerates data loading from multiple data sources to cloud-based data warehouses, including Amazon Web Services.

"Attunity 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 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



ABOUT ATTUNITY

Attunity is a leading provider of data integration and Big Data management software solutions that enable access, management, sharing and distribution of data across heterogeneous enterprise platforms, organizations, and the cloud. More information can be found at www.attunity.com.