

GLOBAL DIY LEADER ADEO TRANSITIONS TO GOOGLE BIGQUERY USING DATOMETRY HYPER-Q

CUSTOMER IN BRIEF



COMPANY Adeo
LOCATION Rochin, France

PLATFORM PARAMETERS

30+ TB
COMPRESSED
DATA

3,000,000+
DAILY QUERY
REQUESTS

24
GLOBAL
BUSINESS UNITS

ADEO is the European leader and 3rd largest player worldwide in the market for home improvement and DIY, with a turnover of €37.8bn in 2022. With a network of over 1,000 stores, marketplaces and platform partnerships, ADEO distributes its solutions for a positive home in 20 countries and is the only player in its market to offer such a degree of international coverage.

ADEO is a platform of companies, including household names like Leroy Merlin, Weldom, Bricoman, Oubamax, Zôdio, dedicated to home improvement. They are served by a platform that is open and integrates their suppliers.

STORY HIGHLIGHTS

Moved business-critical workloads rapidly

ADEO replatformed their data warehouse, comprising over 200,000 objects, to BigQuery

Eliminated risk of conventional migration

With Datometry, ADEO was uniquely positioned to perform extensive side-by-side testing, building confidence with their users in the new solution.

Transitioned business users seamlessly

ADEO switched over all business users of its 24 business units seamlessly without downtime or impact on the daily operations.

CHALLENGE

ADEO comprises over 24 affiliated and independent global companies relying on a unique and sophisticated data warehouse infrastructure. Branches around the world depend on access to the data and the processing capabilities maintained by the central data group.

Every day, departments and business users run over 4,000 reports with up to 3,000,000 queries. The system serves 150+ applications across ADEO's businesses, delivering over 100,000 reports in total.

Legacy Data Warehouse Limits Business

This workload was originally developed for an on-premises data warehouse appliance over the course of 20 years. However, the rigid structure of this appliance became increasingly limiting and hindered flexibility needed to grow the business.

As a highly data-driven organization, ADEO was looking for an agile data platform that supported their business objectives but also offered considerable savings in Total-Cost-of-Ownership (TCO). ADEO recognized that BigQuery would meet those requirements. Yet, BigQuery offered significant growth opportunities within the GCP platform.

Understanding the Risks of Conventional Database Migrations

In order to leverage BigQuery, the existing workloads would need to be migrated. Because the legacy appliance and BigQuery use different dialects of SQL, queries and reports would have to be rewritten over the course of many years. ADEO considered such a migra-

tion cost-prohibitive. Besides, the high failure rate of conventional migrations represented a risk ADEO was not willing to accept.

ADEO's queries and their business logic are long-standing investments. Technical challenges aside, rewriting applications solely for the sake of moving would have meant to write off these investments. Re-inventing perfectly good business processes and applications at an enormous cost, made no sense to the business.

Datometry Hyper-Q as a Game Changer

Solving the migration problem ranked among the top priorities for the entire organization. But dissatisfied with both the economics and the low chances for success of a conventional migration, ADEO looked for other options. And so, Google introduced ADEO to Datometry, as one of its trusted partners in this space.

OUTCOMES

At the beginning of the project Datometry provided ADEO with an in-depth analysis of their workloads, database objects, and their utilization using Datometry qInsight™. Equipped with a detailed report, ADEO had a thorough understanding of the workload and its potential challenges up-front.

Preserving Long-Standing Investments

With Datometry Hyper-Q, the original queries and business logic were preserved and now run directly on

“With Datometry we adopted BigQuery much faster than with any other approach and without the inherent risks that come with rewriting. Better yet, Datometry Hyper-Q ensures we stay current with the latest developments of BigQuery and our workloads perform optimal going forward.”

—Eric Foratier,
Data Engineering Services Domain
Leader, ADEO Group

BigQuery. ADEO runs these workloads at the scale and performance made possible by BigQuery, outperforming the legacy appliance. The need for costly rewrites and the associated risks were completely eliminated.

In a departure from the original monolithic architecture, ADEO uses several instances of BigQuery, one for each business unit. This design provides autonomy for the different business units. Through special functionality, Hyper-Q surfaces the independent instances as one logical system. Queries are routed to the right instance automatically. As a result, queries and reports did not need to be modified to work with the new schema design.

Seamless Transition to BigQuery

When it came time to switch over, ADEO moved all business users off the legacy appliance and over to BigQuery without noticeable downtime. Thus, I.T. was able to shield the business from disruption. This point deserves special mention. I.T. replaced the core data platform over a weekend, without the business taking notice.

TAKEAWAYS

ADEO completed the full transition from a legacy appliance to BigQuery at a fraction of time, cost, and risk of a conventional migration. Thus, the project did set a new standard for migrations to BigQuery.

Throughout the project, ADEO was in the unique position to test both the new and the old stack side by side. Ultimately, switching over business users from the legacy system was completely seamless.

With Datometry and BigQuery, ADEO was able to streamline the operations of its core data platform, accelerate the turnaround for new developments, and increase scalability and efficiency of its teams.

Overall, ADEO realized considerable savings regarding the cost of the migration, and lowered their TCO for the entire data warehouse infrastructure by an estimated 50%.

ABOUT DATOMETRY

Datometry is the database virtualization platform for the cloud. Datometry Hyper-Q brings unprecedented simplicity to enterprises that want the benefits of modern cloud databases—without the complexity of reinventing existing applications and business processes. Find out more at www.datometry.com