ORFIUM SCALES AND ACCELERATES ITS DATA INFRASTRUCTURE TO DRIVE CLIENT REVENUE WITH SNOWFLAKE

TECHNOLOGY

ORFIUM

COMPANY	Orfium
LOCATION	Athens, Greece

SNOWFLAKE WORKLOADS USED

COLLABORATION • DATA ENGINEERING • CYBERSECURITY • AI/ML • APPLICATIONS

DATA WAREHOUSE • DATA LAKE • UNISTORE

Orfium is the global technology company solving the entertainment industry's biggest challenges around digital music and broadcast rights management, cue sheets, data, and reporting. From music publishers and record labels to broadcasters and digital service providers, Orfium helps artists and entertainment organizations simplify data complexity and grow their revenues.

STORY HIGHLIGHTS:

Reduced data query costs
By taking advantage of Snowflake's serverless architecture and separate storage and compute, Orfium has cut the cost to query data by 20%.

Data democratization at scale
By building a data mesh on Snowflake, Orfium has built a data ecosystem that empowers engineers to work with data securely and at scale.

Faster reporting and simpler integrations
Orfium can now ingest data from several different sources, integrate with multiple third-party platforms, and produce up to 250 reports each day using Snowflake.

CHALLENGE:

A fast-growing company needing scalable but cost-effective data infrastructure
While fame and life on the road make up the glamorous side of being a music artist, tracking royalties, ownership, and getting paid couldn't be further removed. Rather, artists, their labels, and distribution platforms spend significant time and resources trying to understand complex relationships that connect music rights payments.

This complexity is due to the amount of disparate data spread across thousands of databases worldwide that hold the key to accurate revenue generation. For example, just one song can require analyzing significant amounts of disparate data to determine how much an artist is owed for a set period. And the rise in streaming services has only added to this complexity.
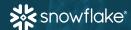
With its intelligent data-driven approach to music rights management, Orfium designed its software to combine, clean, process, and analyze vast amounts of data at scale, delivering invaluable insights to its clients that are proven to grow revenues.

Konstantinos Siaterlis, Sr. Director of Infrastructure Platform, explains: "We're mainly in the game of fixing our clients' data. We take their manual and often disparate data, and fix it. This is the only way you can start solving issues related to music rights and non-monetized content."

Several years ago, Orfium identified a need to build analytics capabilities to deliver deep client insights, so it migrated its PostgreSQL database to a major cloud-based data warehouse. But the company soon found the environment increasingly complex to manage, with cost, performance, and data ingestion struggling to match its needs.

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100%	20%	10x
Quicker to put ideas into production	Lower cost to query data	Faster report creation

SOLUTION:

A serverless data platform with infinite scale—and substantial cost benefits

After trialing several data solutions, Orfium chose Snowflake's Data Cloud for its ease of use, scalability, and integrations with major third-party systems, including Apache Airflow for pipeline ingestion, Airbyte for automated data movements, dbt for queries, and Amazon S3 for storage.

Orfium uses Secure Data Sharing, one of Snowflake's key capabilities, to move large datasets between the company's and its clients' Snowflake instances in just a few clicks. "By connecting with our clients' Snowflake environments, we can share data effortlessly and ease the technical burden of data sharing," says Siaterlis. "Our clients now get better insight granularity and services. And our relationships are far stronger than before. It's a win-win."

Snowflake's collaboration capabilities have also helped Orfium with a recent company acquisition, simplifying and aggregating the two companies' datasets to ensure seamless integration and greater consistency.

Building a data mesh to maximize data's potential—secured at scale

Orfium has also used Snowflake to build a data mesh that helps its engineers move and work with data more effectively. And by integrating third-party tools like Metabase and Tableau, Orfium has created an environment where everyone is empowered to explore and question their data, and create visually engaging reports on demand.

"Our vision was to create a platform where anyone can store, process, and handle data to gain a greater understanding and maximize its benefit," explains Siaterlis. "By creating a data mesh using Snowflake, we've simplified the complexity of data and brought our people closer to it. And while we maintain strict isolation policies for all our data, we designed our environment to ensure the people who need access are just a click away."

Orfium's isolation policies cover just one aspect of the company's overall data security credentials. In fact, it now has a single, centralized entity to manage data access across the organization, where a strict hierarchy regulates each data point, and data owners are empowered to provide access to data through Dynamic Data Masking. It means that each interaction with Orfium's and its clients' data is logged to ensure the highest levels of security.

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> Sr. Director of Infrastructure Platform, Orfium

RESULTS:

Greater autonomy, substantial cost savings, and 100% faster idea to production

Orfium set out to scale its data infrastructure in line with its business's need for big data analytics. With Snowflake, the company has found a platform that operates on its terms and allows it to provide better services to its clients.

"Revenue growth has been the biggest thing for us—Snowflake lets us combine different data sources to create more unique insights for our clients," says Siaterlis. "We've reduced our costs and eliminated data duplication. Moreover, easy access to data and faster analytics cycles mean we can go from idea to production 100% quicker. This would have been impossible before Snowflake."

Siaterlis and his team have also empowered people across the business to take data analysis into their own hands and get closer to the data-driven insights that drive greater revenue for Orfium's clients.

"With Snowflake, we can create autonomous teams that manage their own access and capacity," says Siaterlis. "We no longer manage clusters, and our queries now only affect a small part of the warehouse. We can also document all our spending and billing. Snowflake was the first tool in our stack; we haven't come across anything that can't integrate with the platform."

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FUTURE:

More inclusive, intelligent data processing and insight generation

As Orfium looks to the future and further embeds its recent company acquisition into its data ecosystem, Siaterlis wants to experiment more with Snowflake's workloads. Specifically, the team will focus on Snowpark—Snowflake's common programming language tool—to enhance its data ecosystem with multi-language support, such as Python.

Siaterlis explains his most anticipated development: "We're very excited about the prospect of Hybrid Tables in Unistore. It will eliminate the need for one of our third-party data platforms—saving significant costs."

And as the company looks to unlock even more value for its clients, Orfium's data engineering team will investigate how it can use Snowflake's Data Cloud to optimize machine learning model flows to S3 and unlock reverse extract, transform and load capabilities.