

AvaTrade Speeds Analytics Delivery by 80% With Data Infrastructure Cloud Migration

A Boomi Data Integration-powered cloud migration enabled analytics and drove \$100K+ annual savings for this global online trading company.

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We started looking at which ETL tools were innovative enough to handle this migration with the simplicity we looked for. Boomi Data Integration's integrated push-down SQL transformation and orchestration layer was a great fit for the skillset of my team that was used to writing SQL queries.”

Shadi Jaber
Head of Intelligence
& Data Science, AvaTrade

Business goals

AvaTrade, a global online trading leader with 400,000+ customers and 2M+ monthly trades, wanted to improve customer engagement insights and respond faster to analytics requests, which were slowed by manual processes, limited computing power, and high DBA costs.

Its ultimate aim was to optimize customer engagement, improve sales, and enable real-time, data-driven decisions in a fast-moving FinTech market.

To meet this goal, AvaTrade would need to modernize its legacy, on-premises data infrastructure without disrupting business operations or reporting.

Technology challenges

AvaTrade's legacy on-premises data architecture was slowing down the business and increasing costs. Its SQL Server system, combined with SSIS and Tableau Server, made it hard to scale, manage, and deliver insights quickly. This created bottlenecks across the organization. Key challenges included:

- High DBA and DevOps costs, with \$100K+ spent annually on maintenance and optimization
- Complex, manual processes that delayed new analytics requests by up to a week
- Inability to scale compute resources dynamically, requiring costly hardware upgrades
- Limited agility in handling large, complex data volumes from multiple sources
- Difficulty managing data ingestion, transformation, and visualization in a unified way
- Risk of errors and delayed insights, impacting customer engagement strategies and business growth

How Boomi helped

AvaTrade partnered with data and analytics provider Vision.bi to migrate its legacy data infrastructure to a modern cloud stack. AvaTrade was already using Boomi Data Integration and was happy with the platform, so decided to extend usage to include data transformations. Snowflake was chosen as the data warehouse, and Tableau Cloud – a move from AvaTrade’s existing Tableau Server – for analytics. The comprehensive project involved key stakeholders from nearly every part of the business, involving data engineers, analysts, business users in marketing, customer engagement, and leadership teams.

Boomi Data Integration handled end-to-end data ingestion and transformation pipelines, orchestration of Tableau Cloud processes and dataset refreshes, and cost management for Snowflake usage. Data sources integrated included SQL Server, Zendesk, SurveyMonkey, Outbrain, and marketing data platforms.

Results & business outcomes

Boomi Data Integration helped AvaTrade overcome legacy limitations by streamlining data migration, integration, and orchestration in a unified platform. This modernization enabled significant cost savings and boosted operational efficiency.

Key technology improvements and business benefits included:

- Cost savings of \$100,000 annually by eliminating on-premises DBA and maintenance costs
- Reduction in analytics delivery time by up to 80%, speeding decision-making
- Automation of data pipelines and Tableau refreshes, ensuring real-time, accurate insights
- Scaling of compute resources dynamically to avoid costly hardware upgrades

With Boomi Data Integration, AvaTrade is able to deliver insights faster, simplify workflows, and free its data team to focus on high-value analytics projects.

CUSTOMER SPOTLIGHT

Industry & Market	Financial Services (Online Trading, FinTech)
Headquarters	Dublin, Ireland
Employees	500
Partners	Vision.bi
Key Integrations	<ul style="list-style-type: none">• SQL Server to Snowflake migration• Data ingestion from Zendesk, SurveyMonkey, Outbrain, and marketing platforms• Tableau Cloud orchestration and analytics pipeline automation



Boomi Data Integration and Snowflake do a lot of the optimization involved in SQL Server for you. The ability to scale up and down dynamically and the ability to break out load compute from transformation compute, from consumption compute – there is infinite value in that.”

Shadi Jaber,
Head of Intelligence & Data Science
AvaTrade

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