



# Global Consumer Goods Company Modernizes Enterprise Analytics

A leading global consumer goods company modernized its enterprise analytics platform by migrating from Google Cloud Dataprep to Incorta. Estuate leveraged AI-powered automation to accelerate migration, preserve business logic, and ensure uninterrupted reporting across critical business functions.

# 1. Business Challenge

**The client needed to replace Google Cloud Dataprep while ensuring business continuity and reporting accuracy. They wanted to:**

-  Migrate complex legacy data pipelines from Google Cloud Dataprep to Incorta while preserving existing business rules, transformation logic, and historical data processing.
-  Rebuild data loading, update, and merge processes to ensure seamless integration without impacting downstream systems or business operations.
-  Validate migrated data to maintain reporting accuracy, reduce manual migration effort, and accelerate modernization timelines while minimizing business risk.

## 2. Estuate Solution

**Estuate combined data engineering expertise with RefactorIQ, its AI-powered migration accelerator, to modernize the client's analytics platform.**

- Automated workflow analysis and SQL generation using AI
- Rebuilt complex transformation logic on Incorta
- Migrated historical data processing and incremental loads
- Validated migrated data through record-level comparisons
- Simplified the overall data architecture for better scalability and performance

# 3. Business Impact

**Estuate enabled a faster, lower-risk migration while improving the client's analytics platform and operational efficiency.**



Saved hundreds of developer hours through **AI-assisted pipeline analysis and migration.**



**Accelerated migration to Incorta** while significantly reducing manual effort.



Preserved business logic and reporting continuity **across critical business functions.**



**Enabled near real-time analytics** for faster business insights and decision-making.

# Talk to our experts

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## About Estuate

About Estuate helps customers thrive with out-of-the-box technology solutions. A global IT services company, Estuate offers Advisory, Engineering, Data & AI, AI Business Applications, Enterprise Security & GRC, and Managed Services. Our mission is to help businesses create lasting value through next-generation digital solutions and expert consulting. Headquartered in Silicon Valley, Estuate has a global presence with operations in USA, Canada, India, and the United Kingdom.

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