

Controlling Analytics - Definition and Implementation of an AWS Analytics Lakehouse Architecture for Fielmann AG

Fielmann

As a publicly listed family business, the Fielmann Group has more than 900 locations in Germany and Europe, and supplies more than 27 million customers across Europe with glasses, contact lenses and hearing aid. In addition to its exceptional customer focus and the fair price of its products, Fielmann has been providing customers for decades with high quality and excellent service. Fielmann is the price leader, and also regularly sets standards for new technological developments within the industry.

THE CHALLENGE:

Using the omnichannel business model, product teams in various departments across the entire customer organization work on the collection, evaluation and provision of data from the sales and eCommerce systems.

Fielmann AG has established a central data analytics team that provides various evaluations and dashboards that are easily accessible and usable within the customer organization. The goal is to enable the business to make their decisions data and insight driven.

The omni-channel business model and the associated digital transformation require an agile, scalable and high-performance analytics architecture. In addition to new data sources (data mesh architectures, streaming data, APIs), legacy applications (classic databases) must also be integrated efficiently as part of the mapping of the entire customer journey, both online and offline.

DIE LÖSUNG

Implementation of the solution architecture: "Analytics Lakehouse"

PROTOS Technologie GmbH supports the planning and automated provisioning of the AWS infrastructure for various ETL pipelines, the provisioning of ready-to-consume data sources, and with exploratory data analytics. Previous analytical data pipelines are migrated and transformed from a data warehouse concept to an "analytics lakehouse architecture" based on AWS services (AWS S3, AWS Redshift, AWS Glue, AWS Lambda).

Infrastructure Deployment: "Automation"

The modernized infrastructure is deployed using Infrastructure as Code (IaC), making it consistent and under version control. By using AWS managed services such as AWS Codebuild, the CI/CD infrastructure does not need to be manually maintained.

Implementation of the data pipelines

PROTOS supports Fielmann in particular with the development of data pipelines and ETL jobs. Spark is used on AWS Glue, AWS Redshift and in combination with AWS Lambda.

THE ADVANTAGES

Data availability represents the greatest added value. Relevant data is available centrally and harmonized across teams. By using AWS managed services, scaling and flexibility have been achieved and thus the reduction of time-to-market, e.g. for the development of management dashboards. Maintainability and further development are future-proof.


NEXT STEPS


Of course, every project is tailor-made and what is the ideal solution for some customers will not be the case for others. In workshops with your team, we determine your individual requirements and design customized solutions for your needs. Discover the potential of the AWS Cloud for your company and contact us today for an appointment with a PROTOS Cloud Expert.

ABOUT PROTOS TECHNOLOGIE

We are convinced that flexible, fast and scalable IT is the backbone and future of modern companies. As the interface between IT and management, we work hand in hand with you. We support your team as consultants in your current cloud topics such as migration, re-design and technical project management.



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FURTHER REFERENCES AND BLOG ARTICLES

[Introduction to serverless computing with AWS API Gateway](#)

[Optimizing Event-Driven Workloads with Containers and AWS Serverless](#)