

GCP-Powered Data Migration.

Real-World Success
Stories in **AI, Cloud,**
and Data Modernization





74% Cost Reduction: Scalable Data Transformation for a Higher Education Leader

With troves of data collected from social platforms, CRM systems, and internal databases, our client – a leading provider of higher education and enrollment services – faced a growing challenge: fragmented insights, slow reporting, and missed enrollment opportunities. They needed a scalable architecture that could integrate and analyze vast amounts of data, enabling self-service analytics for better decision-making.

About

To address this challenge, we architected a scalable data integration framework on Google Cloud, enabling seamless aggregation of data from diverse sources. By leveraging industrial-grade analytics models, the client could extract actionable insights and generate accurate predictions, optimizing their enrollment and marketing strategies. The self-service capabilities empowered business users with real-time data access, significantly reducing their reliance on IT teams for reporting and analysis.

Impact

- **74% reduction in process costs**
due to improved automation and data processing.
- **95% decrease in development time**,
accelerating go-to-market strategies.
- **17% improvement in operational efficiency**,
enabling faster and more informed decision-making.



Next-Gen Multi-Cloud Storage: Unlocking Efficiency for a Global Pharma Giant

A global pharmaceutical leader relied on legacy storage systems that slowed research teams and inflated operational costs. As data volumes grew exponentially, the organization struggled with fragmented access to critical datasets, delaying breakthroughs and regulatory compliance. The goal was to modernize the data storage infrastructure and integrate multi-cloud storage services to improve efficiency and reduce costs.

Solution

Brillio developed a multi-cloud storage strategy, leveraging Google Cloud Storage - GCS - and AWS S3, to create a unified and highly scalable data environment. The project involved migrating vast amounts of critical research data to a centralized, cloud-based storage system, ensuring accessibility across teams and geographies. Additionally, we implemented robust data governance and security measures, ensuring compliance with industry regulations while maintaining the integrity of sensitive scientific research.

Impact

- **Instant access to research data,**
eliminating bottlenecks for scientists.
- **Lower operational costs,**
cutting legacy infrastructure expenses.
- **Scalable storage,**
supporting future research and innovation.

AI & IoT at Scale: Real-Time Data Insights for a Global Telecom Leader

A global networking and telecommunications leader needed a robust AI-driven data processing framework to analyze telematics data collected from connected healthcare devices. With traditional methods proving inefficient, the objective was to develop IoT-led use cases to enhance healthcare analytics and decision-making.

Solution

To enable real-time processing of vast amounts of telematics data, we developed a comprehensive data ingestion and analytics framework using Google Cloud. This included an automated data pipeline that seamlessly ingested, stored, and processed IoT data at scale. By integrating Google BigQuery for analytics and Looker for self-service reporting, we provided the client with an intuitive and powerful platform for analyzing trends and deriving actionable insights. The AI-driven approach enhanced the client's ability to detect anomalies, predict potential system failures, and optimize device performance in real-time.

Impact

- **Enabled real-time data insights**
to enhance healthcare product development.
- **Streamlined data ingestion, storage, and processing,**
improving operational efficiency.
- **Enhanced self-service analytics**
with Looker, reducing dependency on data teams.



40% Cost Savings with Cloud Data Modernization for a Global Media Powerhouse

A media powerhouse struggled with outdated on-premises data management, which resulted in high costs, performance bottlenecks, and scalability limitations. They needed a cloud-first data strategy to modernize operations and drive business agility.

Solution

We worked closely with the client to migrate their legacy data infrastructure to GCP, eliminating the constraints of on-premises storage. By deploying a cloud-native data architecture, we improved data reliability, accessibility, and performance. Automated data management tools were introduced to streamline ingestion, processing, and governance, ensuring seamless scalability and enhanced operational resilience. This transformation allowed business teams to access real-time insights while reducing the overhead costs associated with maintaining physical data centers.

Impact

- **90% improvement in data reliability and availability**, ensuring consistent business operations.
- **~40% reduction in pay-per-use costs**, driving significant cost savings.
- **17% Increased data accessibility**, empowering teams with self-service insights.



AI-Driven Market Insights: Powering Smarter Decisions for a Global Beauty Leader

With rapidly shifting market trends, a global beauty leader struggled with fragmented data, delayed insights, and missed opportunities, and needed a centralized analytics solution to improve executive decision-making and market responsiveness. They required an advanced BI system to extract insights from vast datasets across global markets.

Solution

Brillio engineered a GCP and Looker-based business insights solution, enabling executives and business teams to gain real-time access to critical market trends and operational performance metrics. Using predictive analytics powered by Google Mobility data, the platform provided deep insights into consumer behavior and purchasing patterns. Additionally, we developed a 360-degree Brand Health Dashboard, offering a unified view of sales performance, customer sentiment, and competitive positioning, allowing leadership teams to make informed and proactive business decisions.

Impact

- **Faster, more flexible decision-making**
with a scalable BI solution.
- **Enhanced predictive analytics,**
allowing proactive strategy adjustments.
- **Improved brand performance tracking,**
leading to data-driven marketing and sales strategies.



ABOUT BRILLIO

Brillio is one of the fastest growing digital technology service providers and the partner of choice for many Fortune 1000 companies seeking to turn disruption into a competitive advantage through innovative digital adoption. We help clients harness the transformative potential of the four superpowers of technology: cloud computing, Internet of Things (IoT), artificial intelligence (AI) and mobility. Born digital in 2014, we apply our expertise in customer experience solutions, data analytics and AI, digital infrastructure and security, and platform and product engineering to help clients quickly innovate for growth, create digital products, build service platforms, and drive smarter, data-driven performance. With 17 locations across the U.S., the UK, Romania, Canada, Mexico, and India, our growing global workforce of nearly 6,000 Brillians blends the latest technology and design thinking with digital fluency to solve complex business problems and drive competitive differentiation for our clients. Brillio has been certified by Great Place to Work since 2021.



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