Kramp Transforms Business Operations Through Advanced Real-Time Machine Learning Analytics

Challenge

Kramp aimed to enhance decision-making and operational efficiency by adopting near real-time analytics, moving from a traditional, batch-load reliant data warehousing to a cloud-based infrastructure on the Google Cloud Platform, including its e-business platform and analytics, facilitated by a shift to BigQuery. Challenges with their legacy data migration solution, including product maturity and high maintenance demands, compromised data quality and led to the exploration of more reliable alternatives.

Solution

Kramp adopted Striim for its powerful, mature real-time data integration, seamlessly connecting diverse databases like Oracle, Microsoft, and Postgres, to ensure continuous, high-quality data replication essential for forecasting and order management. Striim's platform provided a developer-friendly environment and stability across Kramp's data operations. It strengthened business operations, empowering sophisticated machine learning projects and immediate data analysis. The comprehensive support and extensive documentation from Striim further enabled Kramp to scale and maintain their systems with minimal overhead.

Results

- **Boosted customer satisfaction:** Instant order status updates increased transparency and significantly reduced customer service interactions.

- **Accelerated order processing and cost-savings:** Automation of order updates optimized workflows with minimal latency and a decrease in customer inquiries led to lower operational costs and heightened efficiency.

- **Elevated business performance:** Access to fresh data improved KPIs like order processing and stock management for superior business outcomes.

- **Built trust and reliability:** Stable and precise data integration enhanced trust with flawless data transfer accuracy.

> "One of the most notable benefits we've experienced since integrating Striim into our operations has been the significant enhancement in how we communicate with our customers. The real-time updates on order status have not only improved transparency but also helped to reduce the number of customer service calls. This change has streamlined our operations, allowing us to allocate resources more efficiently and improve overall customer satisfaction."

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