

Breaking Down Traditional Data Barriers with GCP

AAA Club Alliance (ACA) partnered with Eviden to determine an enterprise data strategy for creating a comprehensive data modernization roadmap rooted in GCP

The challenge

ACA is the third largest club in the national AAA federation, serving more than 7.3 million members across 13 states and D.C. ACA realized that data used to drive enterprise decisions had become siloed and was unable to meet the needs for advancing in their highly competitive industry.

The solution

ACA partnered with Eviden to determine an enterprise data strategy for creating a comprehensive data modernization roadmap rooted in GCP. Upon completion, Eviden and ACA utilized the roadmap to eliminate technical limitations evident in the legacy platform. It was achieved with the development of a highly integrated data warehouse in BigQuery migrating/ingesting data from its legacy platforms.

The result

ACA was able to facilitate new insights within and across business lines to drive business decisions in ways never before possible. ACA's new customer-centric data platform on GCP enabled several new initiatives such as a revamped enterprise marketing strategy and Emergency Roadside service fraud detection and prevention.

ACA and Eviden together built a customer centric enterprise data solution to drive operational efficiencies and better serve an existing and growing member population.



About AAA Club Alliance (ACA)

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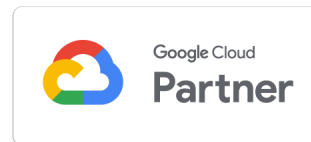
Vertical/horizontal solution: Other

Primary project location: United States

EVIDEN

About EVIDEN FRANCE SAS

A next-gen technology organization in data-driven, trusted and sustainable digital transformation with a strong portfolio of patented technologies.



Products

Google Cloud Platform