Globo's migration to Google Cloud

Thoughtworks partnered with Globo, a media industry pioneer, to migrate the Globoplay data consumption solution to Google Cloud. This strategic move was integral to Globo's evolution into a mediatech. We enthusiastically embraced this challenge.

The challenge

The team tackled a monumental challenge replicating diverse data pipelines from Legacy Platform to Google Cloud within a strict nine month deadline. The task was complex due to the extensive scale and diversity of the data involved. The migration task included not only data transfer but also pipeline restructuring and optimization to ensure the best possible performance on the new infrastructure.

The solution

The team came up with a meticulous strategy by analyzing datasets and pipelines in Foundation, Intelligence and Marketing domains. Mapping data dependencies, custom scripts, and validation processes to ensure data integrity during migration. Cloud Composer, DAGs, and Cloud Functions were used for transformations and ingestion. BigQuery and Dataform played a crucial role in the migration pipeline.

The result

The migration's outcome was successful and impactful. We achieved a substantial 78% platform cost reduction. Optimizing pipelines reduced datasets by 34%, and reusing tables slashed processing time by 97%. We enhanced data catalog governance, improved fault prevention, and ensured continuous, reliable operation through robust monitoring and 24/7 integration.

> These outcomes not only showcase efficiency and savings but also highlight a successful partnership between Thoughtworks and Globo, paving the way for an exciting evolution on Google Cloud.

About GLOBO COMUNICAÇÃO E PARTICIPAÇÕES S/A

Latin America's largest media company, Globo, offers free and pay TV, digital products and services. Globo reaches 100 million people daily via local, regional and national coverage. Becoming a mediatech company in 2018, Globo focuses on direct consumer relationships, providing a complete viewing experience via TV Globo, 26 pay TV channels and more
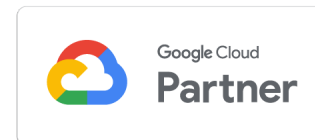
Vertical/horizontal solution: Media & Entertainment

Primary project location: Brazil

About ThoughtWorks, Inc

Thoughtworks is a global software services company with over 30 years of experience delivering business-critical custom software for enterprises

Products

Google Cloud Platform