

Case Study: Disney

Client

Disney is a worldwide theme park organization, heavily user/customer-based. They have an online marketing/ticketing system for Disney parks and resorts.

Business Challenge

Disney was using a traditional monolithic application. Everything had a single code base, which caused problems with scalability, cost, and modern technology adaption. Because Disney manages a variety of services (parks, hotels, resorts, etc.), operating from a single code base is too complicated and difficult to do. Disney needed to update their systems and make it easier to track users/customers for marketing analytics. They required a better microservices implementation to decouple different business groups and track different types of users' activities to build better marketing initiatives.

Infolob's Contribution

Infolob provided Disney with the latest big data solution, helping them develop plugins that could be implemented into their current system. The plugins consume their daily transactional data for different business groups (hotels, parks, etc.) in raw format and store it in data lakes to help create a single vision of the customer across business units. A 360-degree profile of a customer is created using this method. The plugin is versatile, and they can configure it to their individual business needs.

Business Impact

Creating a 360-degree profile allows for more strategic marketing tactics. Now, Disney can do targeted marketing based on the profiles and have access to data to perform predictive analytics. Customers can be targeted with specific campaigns tailored to them, which improves Disney's business.



