



CUSTOMER SUCCESS STORY • NOVEMBER 2017



# 84.51°

## From Zero to 100 with CA Automation in 90 Days

### CLIENT PROFILE

Industry: Data Analytics Service Provider

Company: 84.51°

#### BUSINESS

84.51° helps companies create sustainable growth by putting the customer at the center of everything. Using a sophisticated suite of tools and technology, 84.51° works with some of the world's leading CPG manufacturers and partners.

#### CHALLENGE

- Replace existing automation tool in <90 days
- Simplify control of multiple client environments
- Reduce software license overheads
- Extend use of automation within 84.51°

#### SOLUTION

- Multi-tenancy
- Unified automation platform
- Automated migration tools
- Professional services team

#### RESULTS

- >90% reduction in SLA breaches
- Enhanced return on software investments
- Less maintenance managing 16 instead of 88 environments
- Fewer outages and faster recovery times

## Business

### Embrace customer-driven relationships

84.51° is devoted to helping its partners develop, nurture, and embrace customer-driven relationships. They use a sophisticated suite of tools and technology, to navigate the complex data landscape to reveal relevant customer patterns. Through its clients 84.51° is in contact with over 60 million US households through 2750+ stores in 35 states. The company was formed when Kroger acquired dunnhumbyUSA, the U.S. joint venture between Kroger and UK customer science company dunnhumby, Ltd. 84.51° is a wholly owned subsidiary of the supermarket chain.

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## Challenge

### Simplify control of multiple client environments

As 84.51° divested itself from dunnhumby, it needed to revise the number of separate and distinct environments it operated. This included a review of all the existing software licenses. For the previous eight years, Redwood's Cronacle tool had been used to automate the core business solutions used by their clients including:

- All data movement, both internally and externally
- ETL processing
- Core 84.51° products, including all customer facing applications

There remained several internal business applications that had not been automated:

- Finance and accounting
- Human Resources
- Business analytics

84.51° decided to explore the pros and cons of continuing to use the same automation tool versus switching to an alternate. Staying with what they had would allow them to leverage in-house knowledge it had accumulated. However, periodic outages combined with ongoing maintenance was proving costly and time consuming, with a separate automation platform required for each client instance of an 84.51° solution.

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## Solution

### Unified automation platform

Having evaluated other third party tools as well as the incumbent tool, 84.51° decided to replace all installations of its legacy automation platform with CA Atomic Workload Automation on new infrastructure and hardware. All active 84.51° products and workloads needed to be migrated. Dev and test automation environments would need to be established. A cutover approach would be required to allow 84.51° to decommission all of the legacy environments it would no longer operate.

Jeff Schmidt, Senior Automation Engineer, 84.51° takes up the story, "We were reevaluating our IT stack to determine what stays and what goes. Our goal was to become more strategic, making a choice to move forward with a new platform or of staying with the status quo. We wanted to focus on how automation could improve our business processes. Our challenge was that whatever we did, we needed to act fast. Other vendors estimated conversion would be a 6-9 month project. CA committed that they would do it in 90 days."

Together 84.51° and CA Technologies developed a detailed schedule that would cover discovery, installation, training, migration, cutover and final go-live. Both sides provided a senior project manager to jointly manage the massive project plan. A divide and conquer approach was adopted, starting with the migration of small, simple workflows and moving towards the larger and more complex. Daily deliverables were set in each morning stand-up meeting, and barriers would be identified and knocked down each day.

"When we needed to step things up, CA was there stepping right up with us from professional services to getting the right people in at the right time. I've worked in the IT industry for more than 30 years and I've never seen a vendor come to the table the way that CA came to the table."

- Jeff Schmidt Senior Automation Engineer at 84.51°

"CA provided an estimated project timeline and made the commitment to 84.51° to meet that date," commented Schmidt. "When it became apparent that we needed more resource from the CA Automation team, they were there and met us half-way. They delivered true value-add by identifying issues with our solution and then assisting us to resolve them. The bottom line is that they did what they said they were going to do and delivered on every commitment."

Taking advantage of the CA Automtic platform's multi-tenancy capability allowed 84.51° to slash the number of automation environments from 18 down to 2, ensuring client data remained separate and secure. They also achieved the throughput required to process very high volumes of client data using a platform that integrates with their Exadata environment.

## Benefit

**Happier, more productive employees**

Working with CA Technologies, 84.51° successfully migrated all of its legacy automation workflows on to a more robust and reliable platform that was up and running in production in less than 90 days. In addition to simplifying management of multiple client systems, there has been a reduction in the number of SLA breaches and outages.

Previously, 84.51° would miss their SLAs two to three times a week with a direct knock-on business impact. With CA Atomic Workload Automation, SLA breaches are down by over 90%. Following an outage, it could take 6-8 hours for 84.51° to recover their legacy automation tool. Today, normal service is restored in under an hour.

"We went from zero to 100 in 87 days. This was amazing given the magnitude of the change," said Schmidt. "We have delivered a more robust and reliable automation solution evidenced by the reduced the number of outages and SLA breaches we were seeing with our legacy system. We are now providing an enterprise automation platform to our analysts – an entire business unit that previously did not have access to our legacy automation platform."

**"We are no longer missing SLAs that we were missing in the past, so that enables our business to provide much better deliverables to our end clients in a much more reliable way".**

- Jeff Schmidt Senior Automation Engineer at 84.51°

In partnership with CA, 84.51° is continually moving forward seeking out new opportunities where automation can bring extra business value. Currently they are providing even more new capabilities to the team in areas such as Hadoop and Web Services integration, and reducing downtime to the business through the utilization of the new Zero Downtime Upgrade (ZDU) and Central Agent Upgrade (CAU) options now available in CA Atomic Workload Automation version 12.

Final words from Schmidt, "We've been on an incredible journey with the CA Automation team. I've been doing this for 30 years and I have NEVER worked with a vendor company that shows the kind of energy, talent, desire to win and desire to please the customer that they showed us."

For more information, please visit [ca.com](http://ca.com)



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