Create a **data wellness strategy** to positively impact people's lives

MATILLION

FITNESS & LIFESTYLE GROUP

Company:	Fitness & Lifestyle Group	**Product:**	Matillion ETL for Snowflake	
Location:	Queensland, Australia	**Use Case:**	Data Warehouse Modernization in the Cloud / Data Warehouse Migration / Reporting Analytics / Data Visualization	
Industry:	Health, Wellness and Fitness			
Employees:	6,500+	**Website:**	www.fitlg.com	

About Fitness Lifestyle Group

Fitness Lifestyle Group (FLG) is Asia-pacific's leading health and wellness group, based in Australia. FLG exists to make a meaningful, positive impact in people's lives through innovative and diversified health and wellness offerings across physical and digital platforms. To fulfill its mission FLG modernized its data warehouse and streamlined data operations. Now FLG gains valuable insights, quickly, that help power the business and better serve customers.

The Challenge

With 10 different brands (and growing), over 470 locations and more than 725,000 members, FLG generates a tremendous amount of data from its members - data that FLG uses to constantly improve its business and user experience. As FLG has continued to grow its business organically and via brand acquisition, one of the challenges they faced was consolidating the growing number of disparate data sources added to the mix with each new acquisition. In addition, the time required to update its current SQL Server-based data warehouse with new source data to power business intelligence and marketing automation tools was unsatisfactory. They needed a flexible, scalable and performant solution that could handle their growing data needs, matching their pace of growth.

The Solution

FLG quickly realized it needed a new cloud data warehouse (CDW) to standardize data framework and streamline its business operations. FLG also needed a way to quickly and efficiently move data from various source systems into its CDW and to transform that data in order to update its data visualization tools.

The elasticity and scalability afforded by the separation of storage and compute power led FLG to select Snowflake as its CDW. This architecture enabled FLG to build a true data lake with no performance degradation or failure on storage. FLG needed a way to get their disparate data from a myriad of cloud and legacy systems into Snowflake, in a format ready for analysis - all delivered in line with their cloud strategy.

> " **Matillion enables us to be truly cloud-based and data-driven with its approach to data transformation that is purpose-built for Snowflake.**
>
> *Adam Skinner*
> *Chief Data & Technology Officer (FLG)*

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The Benefits

For Peter Ilic, Head of Analytics at FLG "Matillion and Snowflake are made for each other"; with both solutions in place, FLG has reduced the time it takes to run a 100MB load and transformation job from one hour to under five minutes! Having near instant access to their data enables FLG to serve their customers a personalized journey to health and wellness in near real time. Using Snowflake and Matillion, which really "is reliable and the quickest data transformation solution available", Ilic, Skinner and the data analytics team are directing user journeys and empowering customers. This is supported by sales, who benefit from up-to-date dashboards and reports. The data in these reports tell sales what information they should provide to prospects making the customer journey more meaningful, resulting in improved conversion and sales completion metrics.

What's Next?

The Business Intelligence team is now able to see near instant dashboard updates. Instead of waiting up to 24hrs to run marketing activities, FLG can act within seconds. FLG's success in providing hyper-personalized customer journeys with Matillion opens up new opportunities for automation and efficiency throughout the business. Looking to the future, FLG will continue to grow the 'brain of the organization', easily plugging in new data sources from newly acquired entities and other departments of the business to serve the entire organization across their various functions. In this way, FLG is creating a data-driven culture for better results.

The Results

A truly elastic solution in the cloud.

Built a performant and resilient Data Lake.

Cut data load time from 1hr to 5mins.

Able to follow up with customers with personalized content in seconds instead of days.

More robust and flexible batch schedule.

All reports now based on data transformed by Matillion and stored in Snowflake.

About Matillion

Since 2011, Matillion has been solving enterprise sized data challenges in the cloud. The only provider of purpose-built data transformation for cloud data warehouses, Amazon Redshift, Snowflake and Google BigQuery users can leverage the power of the cloud to unlock the potential of their data with Matillion's cloud-based approach to data transformation. Find out how you can get the data insights you need by speaking with one of our data transformation experts or visiting us at www.matillion.com

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