

Cloud Migration at Full Speed – ProSiebenSat.1 Shows the Way

Successful Migration of the BI Landscape to the Cloud



Project at a Glance

Together with b.telligent, ProSiebenSat.1 Tech & Services GmbH migrates its complex BI platform to the cloud - without interrupting operations. More than 80 data sources, seven teams and state-of-the-art tools such as Snowflake and Datavault Builder interlock perfectly. The result: a scalable, robust and future-proof data platform that sets the standard.

 Germany, Media & Entertainment

 Group

 16 Months



Highlights

- **Agile migration without disrupting operations:** ProSiebenSat.1 migrated more than 80 data sources in parallel with day-to-day operations, thanks to a clear structure, agile methods, and strong teamwork.
- **Modern cloud architecture:** Snowflake and Datavault Builder form the backbone of the new BI platform - powerful, flexible and perfectly orchestrated.
- **Efficiency & Cost Optimization:** Over 50% cost savings through targeted use of resources and precise monitoring with query tagging.

Challenge

ProSiebenSat.1's previous on-premises BI environment involved more than 80 data sources feeding into around 20 data products used by numerous departments. To reduce complexity and leverage standard tools such as Snowflake more effectively, this environment needed to be migrated to

a modern cloud architecture – all in a very short time and without any interruption to operations. The goal was for the new development environment to enable teams to work quickly, flexibly, and in parallel.





The term “cloud migration” does not do justice to this extremely ambitious project. We are now cloud-based, but we have also changed our entire tool and technology set and reorganized ourselves based on a sophisticated agile approach – all while improving our BI products here and there and addressing urgent customer concerns. One of the key success factors: b.telligent as a partner! Their support was present from the operational implementation to the strategic project management level; they contributed decisively and competently to the success of the project.



Margarethe Mayer
VP BI Products bei ProSiebenSat.1
Tech & Services GmbH

Solution

Together with b.telligent, ProSiebenSat.1 developed a three-layer cloud architecture: abstraction, integration, and presentation layers. Snowflake, used as a data warehouse (DWH), and Datavault Builder, used for automation, enable parallel work through zero-copy cloning and sandbox development. CI/CD pipelines and precise monitoring ensure maximum efficiency and flexibility.

The migration went smoothly, creating a future-proof data platform. Thanks to modern tools and agile methods, the teams now work independently and in parallel, enjoying faster development and 50% lower costs per query. Snowflake impresses with its reliability and zero-copy cloning, and Datavault Builder stands out for its seamless integration. This platform forms the basis for innovative BI and AI applications, enabling closer collaboration between business departments and IT.



Looking for Support With Your Data Challenges?

Contact us for a first, non-binding consultation.

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b.telligent is a technology-independent consultancy specializing in optimizing digital and data-driven business processes, as well as customer and supplier relationships. More than 400 employees work across nine locations in Germany, Austria, Romania, and Switzerland, serving over 500 clients.