



Scalable Data Platform for loadbee

Building a modern data architecture on AWS, for faster dashboards, better insights, and new revenue potential



Project at a Glance

In collaboration with b.telligent, loadbee built a modern lakehouse architecture on AWS. loadbee is a service and platform provider specializing in the distribution of premium brand and product content to online shops. The new platform enables granular product-level analysis, lowers operational costs, and lays the foundation for new data-driven business models.

 Germany, Information Technology

 Mid-sized enterprise

 3–6 months



Highlights

- **Cost & scalability optimized:**
50% lower infrastructure costs despite 1,000x more data.
- **Faster dashboards:**
CI/CD and standardization speed up dashboard creation by 75%.
- **New data products:**
Analytics-ready data unlocks new business models with brand partners.

Challenge

The previous Elasticsearch architecture couldn't meet growing reporting demands. Analyses were limited to daily aggregates, reporting changes were cumbersome, and data integration was restricted. On top of that, the legacy system had high

maintenance costs. loadbee needed a scalable, flexible solution with advanced analytics capabilities—cost-efficient and future-proof.





Revamping our AWS data architecture with b.telligent has transformed our analytics capabilities, enabling us to provide our brand customers with deeper, product-level insights and extended data histories. This upgrade not only reduced the time to create new dashboards but also opens new revenue opportunities and significantly enhances the value we offer.



Christian Renner
Chief Technology Officer
at loadbee

Solution

In close collaboration with b.telligent, loadbee implemented a modern AWS lakehouse platform that intelligently links tracking, event, and master data.

For example, based on data from loadbee's SaaS solution, it is now possible to analyze how long premium content was viewed for a specific product in the shop.

It's also possible to evaluate shop performance by brand or understand how product placements influence customer behavior. The automated architecture ensures efficient data processes—scalable, robust, and future-ready.



Success

The new platform supports 1,000 times more data with 50% lower infrastructure costs. Dashboards can be built up to 75% faster.

New data sources—such as view time for premium content—deliver deeper insights and open up additional revenue streams. The combination of data lake and data warehouse unlocks a new level of analytical depth, scalability, and efficiency.



Looking for Support With Your Data Challenges?

Contact us for a first, non-binding consultation.

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Curious To Learn More?

Discover the full success story—right here.

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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.