



CASE STUDY

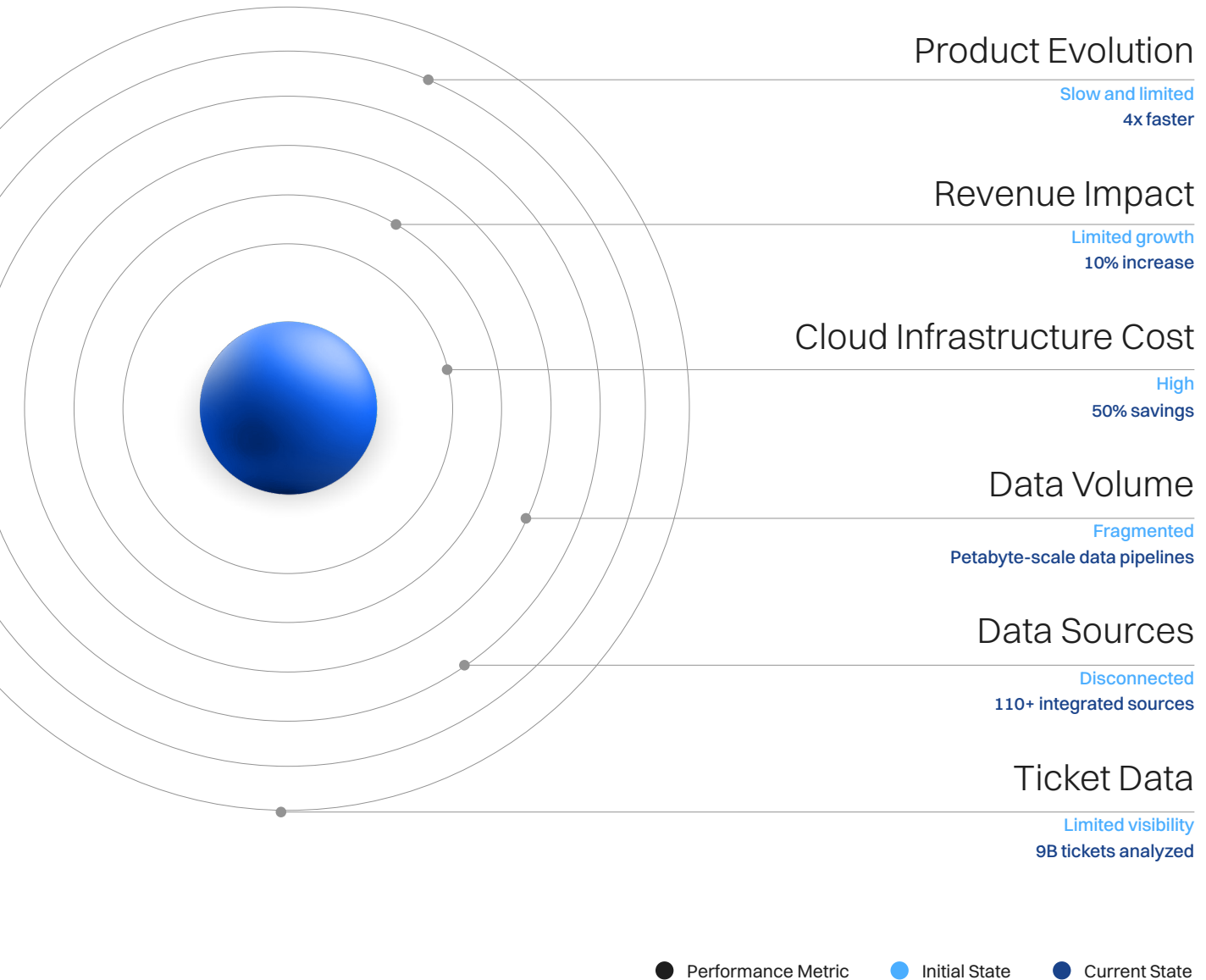
Petabyte-Scale Data Platform Delivers 4x Faster Product Evolution and 10% Revenue Growth for a Global Airline Association

Executive Summary

A global airline trade association relied on a legacy data marketplace that struggled to handle growing data volumes and evolving customer needs. This impacted onboarding, product innovation, and overall efficiency.

Atain helped build a unified, scalable data platform that brought together multiple data sources and simplified operations, enabling faster insights, lower costs, and consistent, assured outcomes at scale.

Scale and Growth Metrics



Business Challenges

System Limitations

Legacy data systems unable to handle data volumes

Data Fragmentation

Fragmented data sources making analysis difficult

Slow Onboarding

Slow onboarding of new customers and partners

Limited Flexibility

Limited flexibility to launch new features and products

External Dependency

Dependency on external systems increasing complexity

Solution: Unified Data Platform

Atain built a modern, unified data platform designed to handle large-scale data and deliver real-time insights. The platform brought together multiple data sources into a single system, making it easier to access, analyze, and use data effectively.

This shift enabled faster product development, better decision-making, and a more flexible system that could grow with business needs.

Key Transformation Levers

- 01 Built a unified data architecture to replace fragmented systems
- 02 Integrated 110+ data sources into a single platform
- 03 Migrated and organized 55+ TB of historical data
- 04 Enabled real-time data processing and analytics
- 05 Reduced reliance on third-party systems



Business Outcomes

Faster Insights

Faster access to insights for better decision-making

Better Experience

Improved user experience with easier data access

Quick Onboarding

80% faster onboarding of customers

Greater Flexibility

Increased flexibility to launch new products and features

From Complexity to a Modernized Core

Atain helped transform a complex and outdated data system into a modern, unified platform. By simplifying data access and improving system flexibility, the organization was able to innovate faster, reduce costs, and serve its members more effectively.

The result is a scalable data ecosystem that delivers reliable insights and assured outcomes for long-term growth.



Atain is an enterprise orchestration partner that brings people, processes, and platforms into sync with AI to redefine the future of work. By orchestrating expertise, Atain accelerates velocity to eliminate variability and deliver assured outcomes.

For more information, visit www.atain.com | mktg@atain.com