

## Pit Prints

Launches data integration solution in three week sprint

Pit Prints is a Dallas, TX music tech startup with a mobile on demand merchandise service. Their mobile platform creates a virtual merchandise production chain including artwork creative design, solicitation, manufacturing, logistics, marketing, sales and administration in one mobile application.

## Challenge

In order to launch an innovative platform quickly, efficiently and with minimal resources, Pit Prints leveraged cloud API's wherever possible. Although this implementation proved very successful, it led to data challenges.

The data encountered was in many sources as well as various formats including **SQL** and **NOSQL**. These source **API's** had no built-in integration.

As a result, various data points were spread out across it's ecosystem. Getting a **360 view** of ecommerce, customer, accounting, and licensing data was not easy. It needed to integrate all its data into a central repository to facilitate reporting and analytics.

Typically, **integration** efforts for this type of scenario require a large team and months of effort. Pit Prints did not have the luxury of resources or time.

## Solution

The first step in creating Pit Print's 360 vision was to consolidate all their data sources into one central repository. This repository would serve as the foundation for its data platform. Typically, this first step is the hardest step in an integration effort, especially when integrating various cloud **API's**.

data fuse designed an elegant approach to consolidating all the necessary **API's**. It simply required Pit Prints to record **JSON** document text into a simple landing table in **SQL Server**. This eliminated custom coding to parse JSON. data fuse used its toolset to map the **JSON** into structured data sets and create standard **SQL Server Integration Services** packages.

**No custom** components or code required. The packages included all the best practices including incremental loading, logging, error handling, and merge routines. Using **data fuse's** framework and toolset allowed for quick iterative data discovery. Changes to **JSON** were quickly propagated through the integration platform seamlessly.

Best of all, the integration efforts were completed with only Pit Print's lead developer and **data fuse's** data architect!

