Al Jazeera Digital

Oredata, as a Google partner, provided professional services to migrate and modernize Al Jazeera's legacy data warehouse. Oredata's expertise contributed to improved scalability, reliability, and data-driven insights for the media network.

The challenge

Al Jazeera wanted to migrate its legacy data warehouse to a modern solution that could improve its ability to harness the power and potential of its audience data from a wide range of digital platforms. The goal was to modernize its data-driven capabilities while ensuring scalability and efficiency.

The solution

Oredata developed a scalable data warehouse for Al Jazeera on the Google Cloud Platform (GCP), leveraging BigQuery for storage and analysis tailored to Al Jazeera's needs. Cloud Functions were used to collect data from various digital and social media platforms. Additionally, Oredata utilized Looker to create dynamic and user-friendly dashboards, effectively utilizing the data in BigQuery.

The result

The migration to a modern data warehouse has helped Al Jazeera harness its digital and social media data, obtaining valuable insights for current systems and users. With BigQuery and Looker's advanced capabilities, creating dynamic, user-friendly dashboards became more efficient, aiding the digital team in addressing inquiries from their business teams.

> **"** Our collaboration with Oredata delivered a modern, scalable, and reliable data warehouse improving our capabilities to fetch, analyze, and report a wide range of KPIs, improving data-driven production for some teams.. The success of this project was made possible through our robust partnership with Google, Qatar, and Oredata's professional expertise. **"**
>
> Selvamuthu Balakrishnan, Principal Product Manager, Al Jazeera Digital

About Al Jazeera Digital

Al Jazeera is a globally recognized media network with a reputation as the "Voice of the Voiceless" due to its extensive news coverage and reporting on underreported regions and stories. It offers news in various languages, including Al Jazeera Arabic, English, and Balkans.
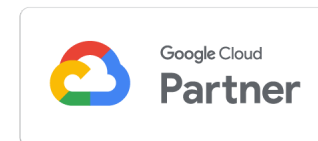
Vertical/horizontal solution: Media & Entertainment

Primary project location: Qatar

About Oredata Yazılım Limited Şirketi

Oredata is a digital and cloud transformation consultancy company that helps businesses modernize and innovate through technology.

Products

Google Cloud Platform