

# MOMENT CREATES A PICTURE-PERFECT MODERN DATA STACK

Upgrading to a cloud-first data and analytics platform improves efficiency for the data team and data access for the business.



## ABOUT MOMENT

**Location:** Woodinville, WA

**Founded:** 2013

**Industry:** Retail

Moment is a photography retail and experience site that exists to “accelerate the creator economy.” Started in 2013 as a Kickstarter to sell gear that enhanced photography on camera phones, Moment now sells photographic gear of all kinds and helps promote creative photography and filmmaking through courses and travel adventures.

**MOMENT’S DATA STACK:**



# HELPING PHOTOGRAPHERS CAPTURE THE WORLD

Moment is more than just a marketplace. The company is dedicated to helping photographers, filmmakers, and other content developers capture their creativity and expand their ideas of what's possible. To help bring customers' art to life, the company needs to understand the data behind the business to be able to deliver the right gear, offers, and opportunities at the right time. But harnessing the vast amount of data that the company collected over the last 9 years (and continues to collect) was a difficult task.

## OUTGROWING THE DATA INFRASTRUCTURE

Moment was using RJMetrics to collect and analyze data. But as the company grew from a small business into a booming company with more product offerings and data than ever before, it also needed to grow and modernize its data platform. With the help of Data Clymer, Moment began the journey to find and implement a more scalable, cloud-native solution.

## SECURE, SCALABLE, INTEGRATED, AND AFFORDABLE

Moment's previous solution was its data pipeline tool, transformation layer, and business intelligence tool all in one. But this one-stop solution gave the data team no control over the modeling layer and other aspects of the product. Every change took weeks to implement.

In partnership with Data Clymer, the first step Moment took was to separate data integration and business intelligence into two products: Panoply and Looker. Built on the Amazon cloud infrastructure, Panoply served as a secure, scalable, and affordable data warehouse. It also served as a data pipeline, automating ingestion from multiple data sources with built-in connectors and creating clear, configurable, and immediately queryable tables.

Looker served as an intuitive self-service data analysis and business intelligence platform that integrated seamlessly with Panoply. With tools, Moment was able to centralize and democratize data so that users across the business could access and analyze trusted, consistent data.



# DATA-DRIVEN AND AND PUTTING INSIGHT TO WORK

Every week, each person at Moment answers an important question: “What did I learn this week?” The company fosters a culture of growth and development, and the new data and analytics platform makes it easier than ever to gain insight and help the company grow. Using pre-built connectors to integrate with more data sources gives stakeholders a more complete view of the company and customers. The Google Sheets connector alone has drastically reduced the number of file uploads the data team needs to do, enhancing productivity and ensuring that users are getting fresh data faster. Anyone at Moment who works with data can easily go into the data explorer and access the information they need—without the help of a data scientist. This direct access brings information closer to the business problem and the problem solvers.

David Hahn, Technical Lead at Moment, puts it this way:

*“For anyone looking to explore a new data stack, Panoply and Looker is a very intuitive platform and the added insight into the modeling layer and data warehouse is very helpful to move quickly in exploring new data sets across your customer’s journey.”*

Bringing data closer to the business users goes a long way toward bringing customers closer to their creative vision.

## RESULTS

- Dedicated, high performing solutions for data integration and business intelligence
- Increased speed, scale, and affordability with a fully cloud-based solution
- Better access to data for users across the business
- Increased productivity for faster time to value
- Improved insight into the customer journey

## ABOUT DATA CLYMER

Data Clymer is a next-gen data consultancy enabling clients with trusted, full-stack cloud data and analytic solutions that drive positive business results through data accessibility and actionable insights. Our experienced team of consultants are certified data engineering and analytics experts and provide a highly-personalized level of service to enable data-driven companies like Peet’s Coffee, Thirty Madison, the Big Ten Conference, and the Las Vegas Raiders to unlock the value of data.

If you want to create a modern data stack for your organization, contact us at [sales@dataclymer.com](mailto:sales@dataclymer.com)



[www.dataclymer.com](http://www.dataclymer.com)

Parts of this case study come from a joint interview that originally appeared on the Panoply web site. To view the whole Panoply case study, go [here](#).