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Driving Platform Rationalization with Cloud Migration to GCP

Executive Summary:

A global technology company initiated a cloud modernization effort to migrate data pipelines, GDPR systems, and marketing operations from AWS to GCP. The objective was to consolidate fragmented cloud workflows, reduce operational overhead, and prepare for a multi-tenant platform future. Factspan supported this transition by stabilizing critical backend jobs, enabling sprint-based execution, and establishing end-to-end governance. With structured milestones, documentation, and stakeholder engagement, the migration laid the groundwork for improved scalability, resilience, and campaign performance across product lines.

About the Client:

The client is a global software provider with multiple products spanning cloud platforms. Following several acquisitions, its data infrastructure was fragmented. The organization aimed to rationalize platforms, modernize backend operations, and align data workflows across GDPR and campaign ecosystems to enable long-term governance and cross-product visibility.

Project Highlights:

- Deleted **68M** inactive records via GDPR, achieving first-batch CPRA compliance
- **60%** drop in GDPR pipeline failures post backend stabilization
- **70%** of AWS-based jobs migrated to GCP with automation
- **~$50K** incremental revenue enabled during Black Friday via campaign targeting
- **3x** faster UAT completion through sprint-based planning and documentation
- Significant reduction in tech debt and manual monitoring overhead

Business Challenge:

Over time, the client's cloud setup had become fragmented, with a mix of local Docker containers and AWS-based jobs triggered via SSH. GDPR pipelines were unstable due to accumulated technical debt, and marketing dataflows relied on outdated Responsys components with no deployment automation. The planned migration to the Salesforce Marketing Cloud (SFMC) made it urgent to modernize.

At the same time, there was no unified strategy to evaluate, rehost, or refactor pipelines across teams. This made platform rationalization difficult, as environments were inconsistent and many tech stacks were no longer supported. Leadership aimed to improve visibility, speed up UAT cycles, and prepare the platform for future multi-tenant use with scalable, cloud-native governance.

Our Solution:

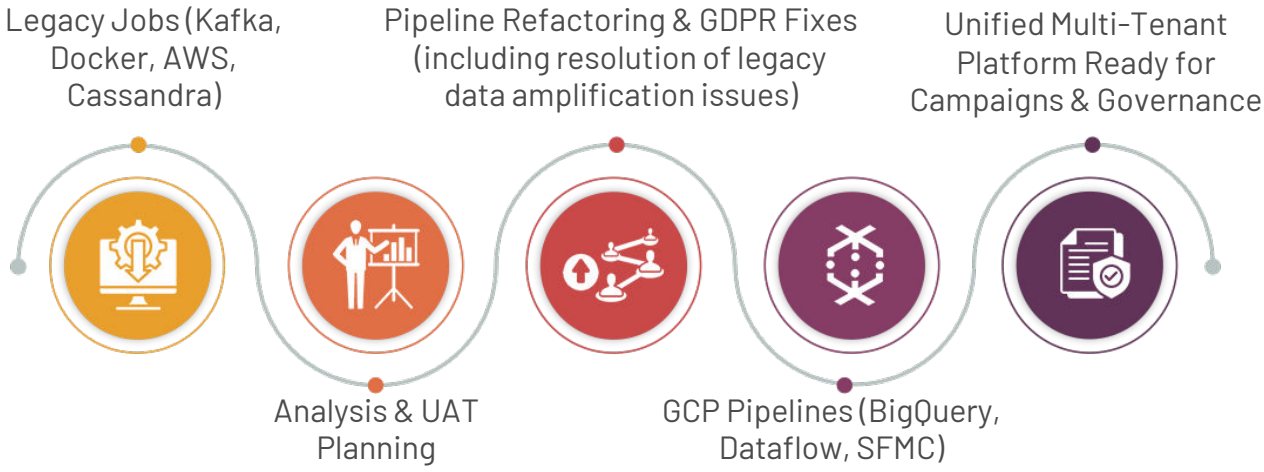
Factspan led the migration through a phased approach, structured around six key milestones. The engagement began with a detailed discovery phase, analyzing contact, JWT, GDPR, and product pipelines. Legacy workflows were evaluated and re-engineered for seamless execution in GCP.

To stabilize the GDPR stack, deployment workflows were rebuilt in TeamCity as part of a robust CI/CD pipeline, and core backend issues were fixed. The team adopted sprint-based delivery, enabling timely UAT sign-offs and faster resolution of issues using Jira and Microsoft Teams (MS Teams) for coordination.

For campaign operations, Factspan implemented full integration pipelines for customer events, product catalog updates, and JWT token handling. All progress and deliverables were documented in Confluence, with weekly stakeholder check-ins to maintain alignment.

The team also contributed to the platform rationalization effort, joining architecture discussions on retiring outdated stacks and designing tagging strategies to support multi-tenancy. The project was executed with minimal involvement from the client's team, as Factspan managed delivery end-to-end while keeping all updates traceable and outcomes structured.

Solution Architecture Overview



Factspan is a Data and AI company. We help global enterprises and product companies to collect, store, and manage their varied and complex data structures, identify patterns and trends, and build analytical models to analyse and deliver business outcomes.