

CASE STUDY // Netflix

# Netflix Takes Back 8-10 People-Years with Kloudio

## Business Value

### NEARLY 5 FTES

Netflix saves 10,000 employee hours in migrating data from Oracle to Excel

### 6,000 HOURS

10 analysts reclaim thousands of hours in the year

### ONE WEEK FASTER

Financial analysts have the data they need up to a week sooner than before

### 50 HOURS

A product manager shaved 50 hours off reporting by automating 25 reports, enabling daily reporting – a frequency inconceivable before

### 1-2 MILLION RECORDS

It takes Netflix just 10-15 minutes to export 1-2 million budget records into Excel, down from 1-7 days



## Connecting Oracle to Excel – in Minutes

Just as Netflix customers expect on-demand streaming of its shows, Netflix team members need on-demand access to a range of data to make business decisions.

To analyze data of all types, many Netflix financial analysts, product managers and data analysts have come to rely on Excel as their primary tool for reporting. Yet getting data from the company's Oracle database into Excel has traditionally been a manual, time-consuming process that was subject to crashes. And once migrated, the data would become stale almost immediately.

Looking for a solution, a Netflix engineering manager found Kloudio on a LinkedIn search. He engaged the team at Kloudio for insights into how to fix the problem and soon learned about Kloudio's solution for connecting any database to spreadsheets in minutes. In a head-to-head comparison of Kloudio and Tableau, Netflix found that only Kloudio could complete the task of enabling downloads of more than 500,000 rows in minutes, on demand for any analyst effortlessly – without hogging the analyst's device.

"We were looking for a cloud-based reporting solution that would allow our end users to access large volumes of real-time data quickly and directly from Excel," says a product manager at Netflix. "Kloudio was easy to implement and gave our users the flexibility to customize reports. I would highly recommend Kloudio to companies looking to drive efficiencies to their spreadsheet-based processes."



Netflix's Content Planning and Analysis (CPA) team now relies on Kloudio to speed the export of show budgets into Excel. With one to two million records, the process used to take anywhere from a day up to a week. With Kloudio, they bring data from Oracle into Excel in just 10-15 minutes. That speed saves Netflix's data engineers approximately 10,000 hours a year, or 250 man-weeks. Given that data migration took half of engineers' time previously, they reclaimed a substantial part of their weeks and can focus on other objectives.

Likewise, Netflix financial analysts have the data they need to support decisions up to a week sooner, with much less effort. Ten analysts previously spent a total of one week every month on data preparation and migration; now they gain back 6,000 hours a year.

### Shortcutting Upload/Updates to Google Sheets

With success in the CPA team, news of Kloudio spread to the Global Financial Operations and Systems team, which had a similar need around uploading and updating cost report data. Initially, they used a scheduler to download cost reports to Excel from third-party systems and then manually key in the data to Workday Financials, but the approach took multiple steps and they were never sure whether the data had come over successfully. With Kloudio, they cut steps and gained enterprise-grade reporting using Google Sheets.

Now, at a click of a button, any authorized financial analyst can upload thousands of rows of budget data from Google Sheets directly into Workday using Kloudio under the hood to facilitate a fast and secure data import.

"We used to spend a lot of time supporting and monitoring data import," says a senior business

analyst on the team. "With Kloudio, we found we could integrate directly with Google Sheets. It's now so much simpler that end users are empowered to do it on their own, without relying on engineers."

Prior to going live with Kloudio, the Global Financial Operations and Systems group ran a test – given that sensitive data would be made available in Google Sheets – and found that the solution stood up to the rigorous security requirements. "The Kloudio team worked with our team to make sure the data remained in the Netflix environment," says the senior business analyst.

For that group, Kloudio shortcut the data import from five steps to just two. With a Kloudio upload template, the data flows into Google Sheets in exactly the format the team needs. And with everything in Google Sheets, users have shared access to the most current information. Kloudio also gives the team real-time feedback on whether the push was successful or not. With such time-savings, the team sees a direct impact on productivity and costs.

Team members also more easily make cost reports available for others in Google Sheets, giving them a clearer picture of spending, more often. Beyond the usual import process, Netflix values that Kloudio can handle more challenging queries. "If we need to run complex situations such as validation-based insert, or if/then conditions, Kloudio can do that without requiring a lot of coding," says the senior business analyst.

### Automated, Real-Time Reporting

Netflix additionally turned to Kloudio to schedule regular, automated reports. For a product manager on the CPA team, the previously manual process of coding and copying for reporting on project costs added up across 25 reports.

Using Kloudio, he now defines the report and schedules it to flow into Google Sheets. Instead of taking a couple of hours per report, it takes less than 15 minutes to define each report once. Then they run automatically each day and are refreshed every five minutes. With minute-by-minute insight into costs, Netflix has information sooner to support business decisions.

The Netflix music team also moved from manual to automated reporting in tracking song usage for copyright purposes. They now schedule those 30 reports, and easily share the latest data with team members and outside vendors via a URL.

### Support That's "Superior" to Big Database Vendors

Across multiple teams and approximately 30 users, Netflix has discovered a reliable partner in Kloudio – in

both the solution and the Kloudio team. "We have found Kloudio support superior to Oracle and Tableau," says the senior product manager. "They are very knowledgeable and have always been there for us."

Next, the Kloudio team is helping Netflix link other applications to Kloudio, such as Salesforce.com, to eliminate more manual processes. Netflix also looks forward to moving more reporting, with the help of Kloudio, from physical hardware to the cloud.

"I tell my team," says the senior product manager, "Kloudio is a timesaver. Before you start trying to build something on your own, look at Kloudio and see what it can do for you."

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