Goals – FY26

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- **Objective: Successfully migrate on-premise processes to AWS Cloud using modern serverless architecture.**
- Translate on-prem scripts to AWS Cloud leveraging EMR Serverless and MWAA **, improving scalability and efficiency**
- Migrate EU Test, Matchback, and Publisher Process (MPDL) repositories
- **Redesign** publisher process logic from scratch, replacing legacy on-prem logic
- Achieve functional parity and performance improvement post-migration
- **Impact: Demonstrates technical ownership, innovation, and alignment with company's cloud-first strategy.**

Standards & Performance Measures

Minimum Standards

Successful Migration: Migrate EU Test, Matchback from on-prem to AWS using EMR and MWAA

Redesign Publisher Process: Adapt the existing publisher process to function in AWS, ensuring basic operational capability and compatibility with cloud architecture

High Performance Measures

Achieve successful migration achieving measurable performance improvements and zero defects post-migration and document process.

End-to-End Implementation: Gain a deep understanding of the publisher process, design and implement a new logic in AWS from start to finish, fully replacing legacy on-prem workflows. Deliver comprehensive documentation covering architecture, implementation steps, and best practices.

Vulnerabilities – Security (Objective 1 – Individual SLT OKR)

- **Objective: Strengthen security and ensure compliance across all environments**
- **Resolve critical vulnerabilities** across Dev, Test, UAT, and Production environments, meeting Experian Group Security Office (EGSO) compliance standards.
- **Mitigate** security risks in key services including MPDL, CSyncRealTimeAPI, and NearTime-API, ensuring adherence to secure coding and deployment practices.
- Ensure continuous security posture improvement, **reducing** risk exposure and supporting proactive vulnerability management in line with engineering security objectives.
- **Impact: Reinforce organizational commitment to secure systems, regulatory compliance, and alignment with EMS security optimization goals.**

Standards & Performance Measures

Minimum Standards

Vulnerability Resolution: Fix all critical vulnerabilities across Dev, Test, UAT, and Production environments, ensuring compliance with Experian Group Security Office (EGSO) standards.

Risk Mitigation & Deploy: Address security issues in MPDL, CSyncRealTimeAPI, and NearTime-API to meet basic secure coding.

Baseline Security Posture: Maintain a consistent security posture with periodic checks and remediation of identified risks.

High Performance Measures

Proactive Vulnerability Management: Achieve 100% EGSO compliance and resolve critical vulnerabilities within SLA

Resolve Vulnerabilities and Deploy: Address all identified vulnerabilities and deploy the fixes across respective environments, ensuring seamless functionality and zero disruption to existing processes and document the approach.

Zero Critical Incidents: Maintain security incidents post-implementation and demonstrate improved resilience through proper tests

Snowflake – OKR 1 & OKR 2

- **Objective: Drive data-driven insights and revenue growth, Enable data-driven insights through Snowflake adoption.**
- Leverage Snowflake as a centralized data platform
- **Load our products** and data into Snowflake and Improve customer reach
- **Implement** and optimize **backend matchback logic** by migrating it from on-premise to Snowflake, ensuring full compatibility and making necessary enhancements for improved performance and scalability.

Automation & Efficiency:
  -Implement automated weekly data ingestion, scheduling scripts for each ID graph to seamlessly load data from S3 to Snowflake
  - Setup the Client and Enrichment Databases in the **Production** environment to segregate data.
  -**Deploy** the Snowflake app into Production environment to work as expected.

- - Delivered secure, scalable analytics capabilities
- **Impact: Aligns with company's goal of empowering customers with actionable insights.**

Standards & Performance Measures

Minimum Standards

Logic Migration: Implement backend matchback logic from on-prem to Snowflake with necessary adjustments for compatibility.

Manual Execution Run each ID graph script manually on a weekly basis to load data from S3 into Snowflake

Deployment: Deploy and validate the application in Snowflake to ensure it functions as expected.

Existing Resources: Utilize existing databases to load and validate data as per current requirements.

High Performance Measures

Successful Migration: Ensure the logic is successful migrated and working as expected

Automation: Achieve 100% automated ingestion for all ID graphs with zero manual intervention and SLA compliance for data freshness.

End to End Deployment: Perform a complete deployment of the application into Snowflake and thoroughly test functionality for every ID graph identifier, ensuring accurate data processing and seamless performance.

Resource Implementation: Design and create new client and enrichment databases in the production environment, ensuring proper functionality and accurate data segregation at all necessary points.

Audience Recognition Engine – OKR 2 & OKR 3

- **Objective: Build internal AI tool for enhanced user experience and productivity.**
- Built an **interactive web interface** with **secure** authentication, ensuring a seamless and protected user experience.
- Implement **advanced features**, including contextual query responses, document upload and search capabilities, and automated
- **Enhance** the user interface for better usability and enforced security by blocking **cross-login** attempts via URL.

- **Impact: Drives innovation and supports internal efficiency.**

Standards & Performance Measures

Minimum Standards

Secure Interface: Develop an interactive web interface with secure authentication to ensure basic user access control and protection.

Core Features: Implement essential functionalities such as contextual query responses and document upload with basic search capability.

UI Enhancement: Improve the user interface for usability and enforce security

High Performance Measures

Advanced Feature Set: Deliver a fully functional AI tool with advanced capabilities, including contextual query responses, document upload and search, and automated PowerPoint generation.

Enhance Security : Achieve seamless user experience with optimized UI design and robust security measures, ensuring zero unauthorized access attempts.

Ensure Security: Implement secure interface by blocking cross-login attempts via URL.

Collaboration and Development– Objective 4 (SLT OKR)

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- **Objective: Foster onboarding and knowledge sharing.**
- Assist new hires with technical guidance and process understanding
- Contribute to team collaboration and mentoring culture
- **Impact: Strengthens team capability and aligns with people development goals.**

Personal Development

- **Pyspark for Cloud Migration**: Gain knowledge on Pyspark to efficiently handle large-scale data processing and enable smooth migration to cloud environments.

- **AWS Services**: Build expertise in AWS services such as EMR and MWAA to design and implement scalable, serverless architectures for cloud migration projects.

- **Python Proficiency:** Develop intermediate-level Python programming skills to support data processing, automation, and cloud migration tasks effectively.

- **Snowflake**