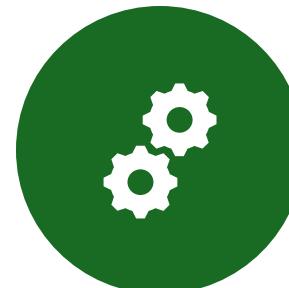# Goals FY25-26

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Dominant Goal – Cloud Migration (OKR1)

Migrate Consumer Sync EU and UK client test HDFS scripts from on-prem to AWS Cloud using EMR Serverless and Airflow, **improving scalability**.

Deploy Marketplaces and Consumer Sync to UAT and Production environments to ensure **testing and production readiness**.

Compare outputs and schedules across AWS and on-prem environments to validate **data integrity and process reliability.**

Test data erasure processes to guarantee **compliance** with opt-out requirements and strengthen **data governance**.

Standards/Performance Measures

- **Minimum standards**
  - **Successful Migration**: All Consumer Sync EU and UK client test HDFS scripts migrated from on-prem to AWS Cloud using EMR Serverless and Airflow.
  - **Deployment Readiness**: Marketplaces and Consumer Sync deployed to UAT and Prod environments.
  - **Output Data Validation**: Outputs and schedules between AWS and on-prem match with zero critical discrepancies.
  - **Compliance**: **Data erasure** processes tested and confirmed for opt-out requirements.

- **High performance measures**
  - **Achieve successful migration** without parity to onprem, conduct tests to confirm expected performance, and fully document all processes for future reference.
  - **Automated deployment** of Marketplaces and Consumer Sync to UAT and Production environments using custom scripts, eliminating manual intervention and reducing deployment errors.
  - **Automate Data Validation**: Implement automated validation for output comparison and schedule checks across environments.
  - **Compliance**: **Data erasure** works as expected and document tests using comparison screenshots.

Core responsibilities - Snowflake (OKR 1 & 2)

- Loaded our product and data into Snowflake to empower consumers and **increase customer base.**

Monitoring & Automation ⚙️

- Setup **logs to go to Splunk** for monitoring from Snowflake to CloudWatch via Lambda functions.

- **Implement automation for data loading** to enhance **efficiency, reduce manual effort**, and accurate **data availability**.

- Configure **automated export of logs** from Snowflake to S3, then to CloudWatch to be made available on Splunk, leveraging AWS Lambda functions and S3 bucket triggers for seamless monitoring.

UI Design 🎨

- **Dynamic UI rendering** based on captured client Preferences from Onboarding form

Standards/Performance Measures

- **Minimum standards**
  - **Data Loading**: Successfully load product and data into Snowflake for consumer access.

  - **Log Monitoring Setup**: Configure log export from Snowflake to splunk.

  - Capture Client Preferences from onboarding form.

- **High performance measures**
  - **Data Loading:** Automate data loading from AWS S3 to snowflake and deploy Application.

  - **Log Monitoring and Setup :** Automate exporting of Logs from snowflake to cloudwatch, by utilising S3 bucket trigger lambda functions.

  - **Dynamic UI Rendering :** Dynamic Rendering of UI based on captured client preferences from onboarding form.

Innovation/Automations OKR – 2 & 3

- **Leverage AI to generate test cases**, accelerating the testing process and improving coverage.

- **Automate output comparison** between AWS and on-prem environments to ensure accuracy and consistency.

Minimum standards	High performance measures
AI should be able to generate relevant test cases in the given format.	Reduce Hallucination and improve coverage
Write a script to compare outputs to reduce manual effort and errors	Design a user-friendly, UI-based comparator to simplify output comparison and enhance ease of use.

Security (EMS SLT Objective 3 Security)

- Add **resource tags** to all migrated processes i.e Consumer Sync , Marketplaces, IDGraphs, Vendors (DE,Unacast,ID5,MPDL) to ensure Security and compliance.

Minimum Standards	High Performance Measures
Ensure Resource Tags are added to all Migrated process.	Verify Resource Tags are added in all AWS-environments and redeploy for those process across all environments which do not have tags. Delete all EMR applications created which do not have tags.

Collaboration and Development – Objective 4 (SLT OKR)

- Objective: **Onboarding and Knowledge sharing for QA team**.

  Facilitate onboarding and knowledge sharing for the QA team by providing technical guidance to new hires, assisting with process understanding, and supporting them in raising requests, setup and performing testing on AWS and on-prem environments.

Development Plan

Pyspark

AWS Services like S3,EMR Serverless for cloud migration

Airflow

Snowflake