

Unlocking the Power of Real-Time Data to Maximize Data Insights

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June 2023



WHATEVER GETS YOU GOING



Alation Data Catalog

The Data Intelligence Platform for Data Governance, Discovery & Cloud Transformation



**Gartner
4x MQ Leader**

Magic Quadrant
for Metadata
Management
2017 - 2020



**Forrester
3x Leader**

Machine Learning
Data Catalogs
2018, 2020, Data
Governance 2021,
Data Catalog, 2022



**Top Vendor
5 Years in a Row**

Dresner Advisory
Services Data
Catalog Market
Study 2021



**IDC
Leader**

Worldwide Data
Catalog Software
2020 Vendor
Assessment



databricks

**Partner of
the Year**

Data Governance
2023!

We help people answer these core questions

How to find information?

Can it be used?

Should it be used?

How should it be used?

The Companies That Build a Data Culture Will Win

23x

more likely to
acquire customers

(Keboola / McKinsey)

19x

more likely
to be **profitable**

(Keboola / McKinsey)

90%

meet or exceed
revenue targets

(Wakefield)

Top 5 Challenges To Building a Data Culture

Data discovery

Do not know what data exists or who has what data

40%

Organizational silos

Data is not shared among different groups

38%

Data democratization

Not everyone can access data on their own

38%

Lack of analytical skills

38%

Lack of executive buy-in

36%

Source: State of Data Culture Report, Wakefield

Data Intelligence for the Modern Enterprise



Alation enables a federated data approach necessary to build a data culture in a fast changing data strategy landscape

Centralized

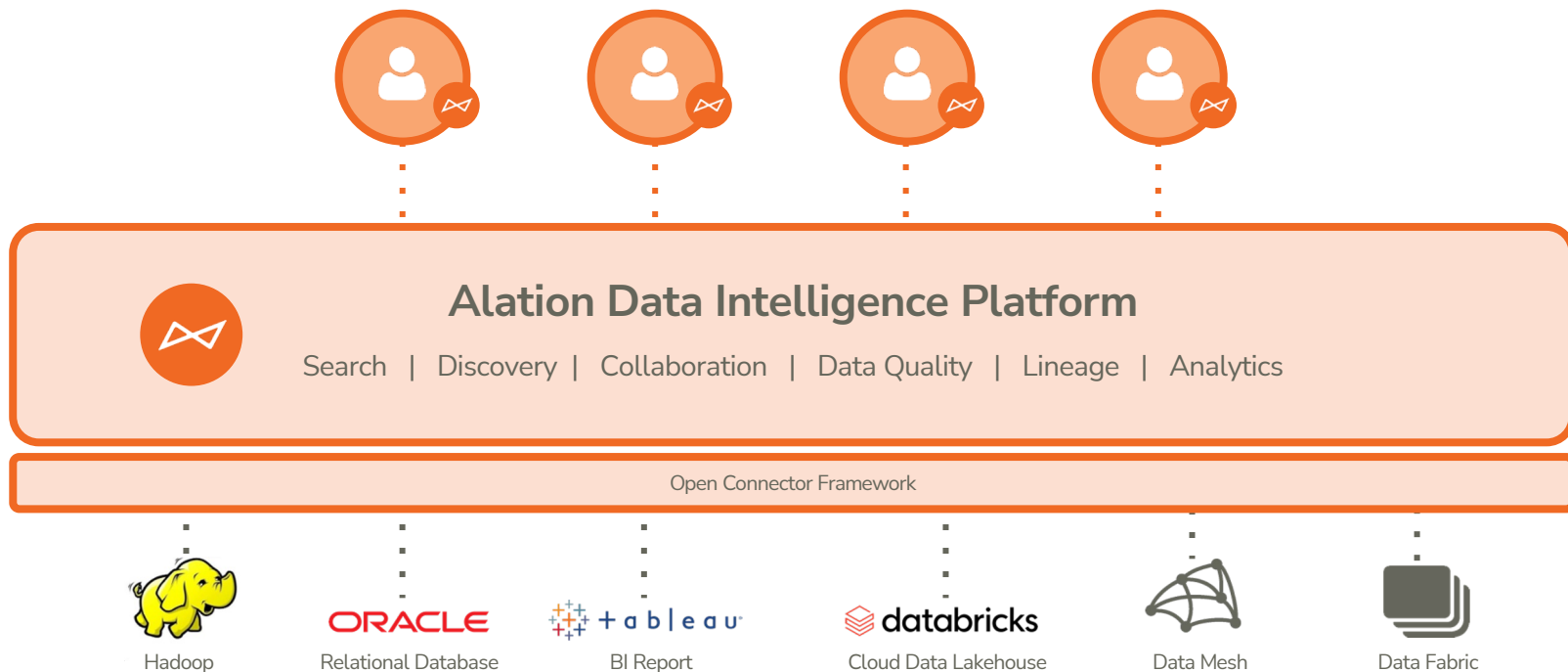
- Governance rules and policies
- Data Quality
- Data Connectors
- Usage Analytics



Empowering the Business User to Self-Serve

- Business Glossary
- Search and Discovery
- Data Lineage
- Collaboration

Centralized Knowledge, Federated Governance



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WHATEVER GETS YOU GOING

Topics



THE NEED FOR
REAL-TIME ANALYTICS



OUR IMPLEMENTATION
JOURNEY



BREAKING THE DATA
CEILING

About Raghu



IT Professional for over 20 years

www.linkedin.com/in/wjraghu

Executed data solutions for manufacturing, financial services, government agencies, and the retail sector

Enjoys hands-on work with technology

Outdoor person and loves listening to music

Least appreciated activities are writing with pen & paper

Like triathlons, cricket, tennis, and motorcycles, is always eager to volunteer & serve, creating social media content, cooking & homebrewing. Latest hobby and interests playing Golf!

About RaceTrac

Goal was to become a data-driven organization

- Expose all transactional data for analysis
- Connect and relate disparate data sets to gather business insight
- Increase understanding of our data so we can drive departmental and organizational advancement
- Develop business acumen across the enterprise, so all organizations are speaking the same business language



VISION: Our data is an enterprise-wide asset supported by a data governance program that fosters a standard approach to processing, retrieving, archiving, and restoring quality data that is trusted for evidence-based analytics and strategic business decisions.

RaceTrac's Operating Divisions & Subsidiaries



'TRAC FACTS

- Headquartered in Atlanta, Georgia, family-owned RaceTrac has been serving guests since 1934.
- RaceTrac is the **second largest** privately held company in Georgia and the **22nd largest** private company in the United States.
- In total, RaceTrac employs more than **10,200 team members** across our two divisions (RaceTrac and RaceWay) and affiliated companies (Metroplex Energy and Energy Dispatch).
- Total RaceTrac Stores: 567** (Alabama, Florida, Georgia, Kentucky, Louisiana, Mississippi, Tennessee, Texas)
- Total RaceWay Stores: 217** (Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Texas, Virginia)
- To date, we have **invested approximately \$81M** to support alternative fuels infrastructure at our stores, so that we can offer a variety of renewable fuel blends (e.g., E85, E15, E0, etc.) to our guests.



- On average, RaceTrac handles **over 260M transactions per year**—nearly 12 times the entire population of Florida (22M). In 2022, RaceTrac paid approximately **\$130M in swipe fees**.
- In 2023, RaceTrac is planning on investing **approximately \$455M** across our operating states.
- Metroplex Energy sells approximately **5B gallons of fuel annually**.
- Energy Dispatch employs more than **250 drivers** and operates **98 tractor-trailers** out of 6 states. Energy Dispatch also delivers over **1.2B gallons of fuel** each year.



Efficiency & Sustainability



THE MICHAEL J. FOX FOUNDATION
FOR PARKINSON'S RESEARCH

RaceTrac Gives Back



28M Roller Grill Items



27M Cups Of Coffee



19M Slices Of Pizza



14M Fresh Food Items



2.4M Whole Fruits



1M Gallons Of Milk

RaceTrac is fuel agnostic!

Where It All Started

Cloud computing provides RaceTrac with an advantage

Experiment
without
committing

High availability
and scalability

Reliable and
predictable

Infrastructure
as code

Disaster
recovery

Estimate
operating costs

RaceTrac's Journey with Alation

IN LATE 2021, THE ENGAGEMENT
INITIATED WITH ALATION

IN SPRING 2022, RACETRAC ROLLED
OUT ALATION TO OUR DATA
COMMUNITY

IN EARLY 2022, RACETRAC PARTNERED WITH
ALATION TO CONDUCT A PROOF-OF-CONCEPT



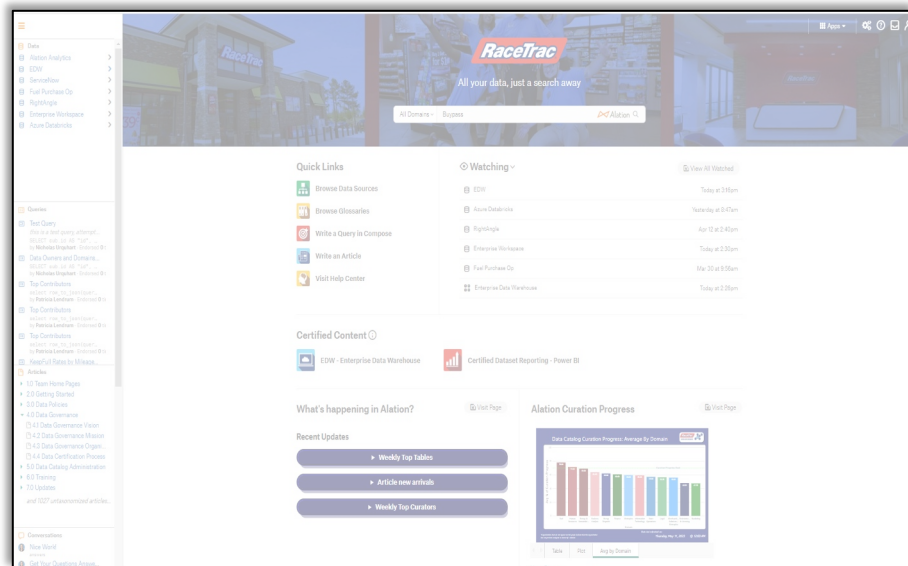
Ingested our most popular
Enterprise Data Warehouse
datasets and Power BI
reports

BREW-YA!

Identified and assigned
Domains/Data Owners/Data
Stewards

I'M WITH U!

Train Data Owners/Data
Stewards and users. Office
hours, just-in-time, lunch-n-
learn, and Alation Support



Initial Results



- **Improved collaboration** across the enterprise's data roles as a result of a single platform
- Exposed business insights by breaking down data silos
- Enhanced speed-to-market on data project deliverables
- Alation curation efforts part of agile delivery
- Enablement of data-driven culture through Alation Governance and Databricks Lakehouse



Adding the Enterprise Data Catalog



Cross-functional engagement across enterprise businesses reduced data complexity

Improved data acumen and drove consensus on KPI calculations and meaning

Discovered and created an inventory of internal and external data sources, datasets, and reports

Assigned responsibility and oversight back to business organizations

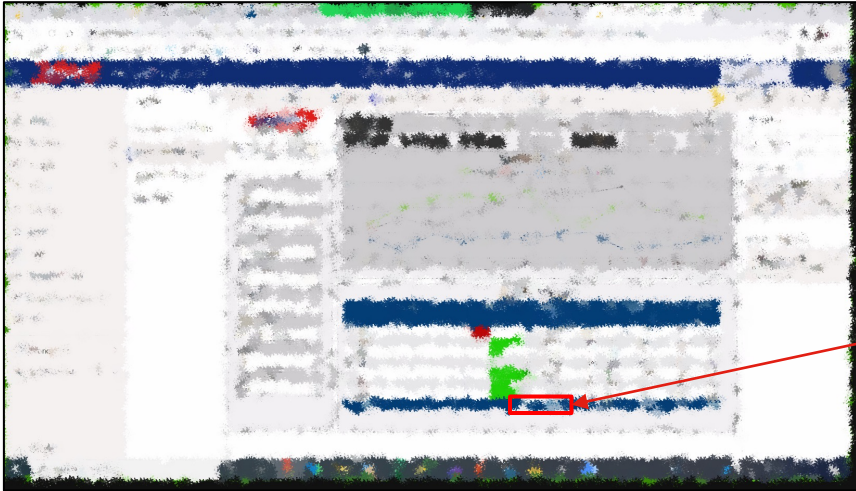
Successful Use Cases



How real-time analytics have impacted the business

- Safe Cash Management Systems
- Live Ticker Data for fuel trading
- Signage data management
- Point Of Sale (POS)
- Truck Driver Information
- Live pumps data – Delta Live Tables
- Natural Disasters
- Cameras to transactions at POS

The Importance of Understanding Our Data



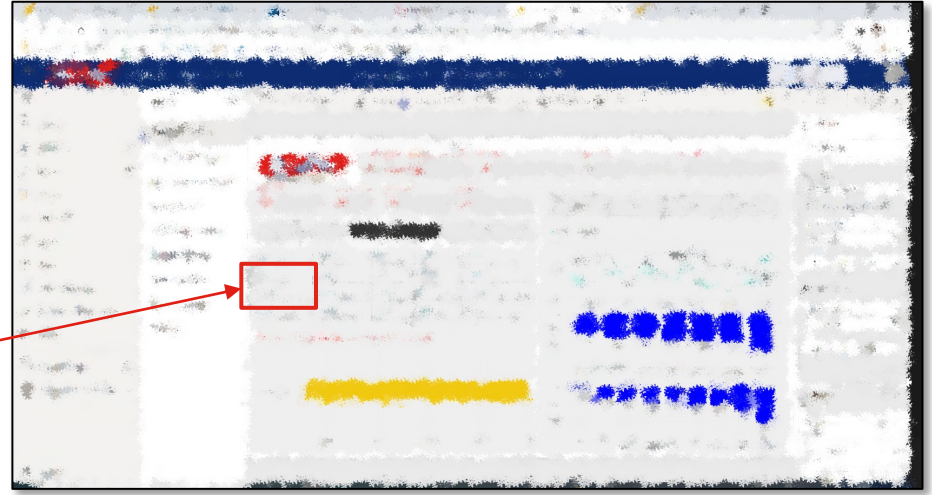
Variance YoY = \$65
Variance % YoY = 44.66%

Source: Finance

Timing: Month is first through last day of month

Cost Pools: Based on purchase activity within the calendar month

Cost of Sales: Includes one-time rebates



Margin Change = \$147
Margin Selected Variance % = 107.04%

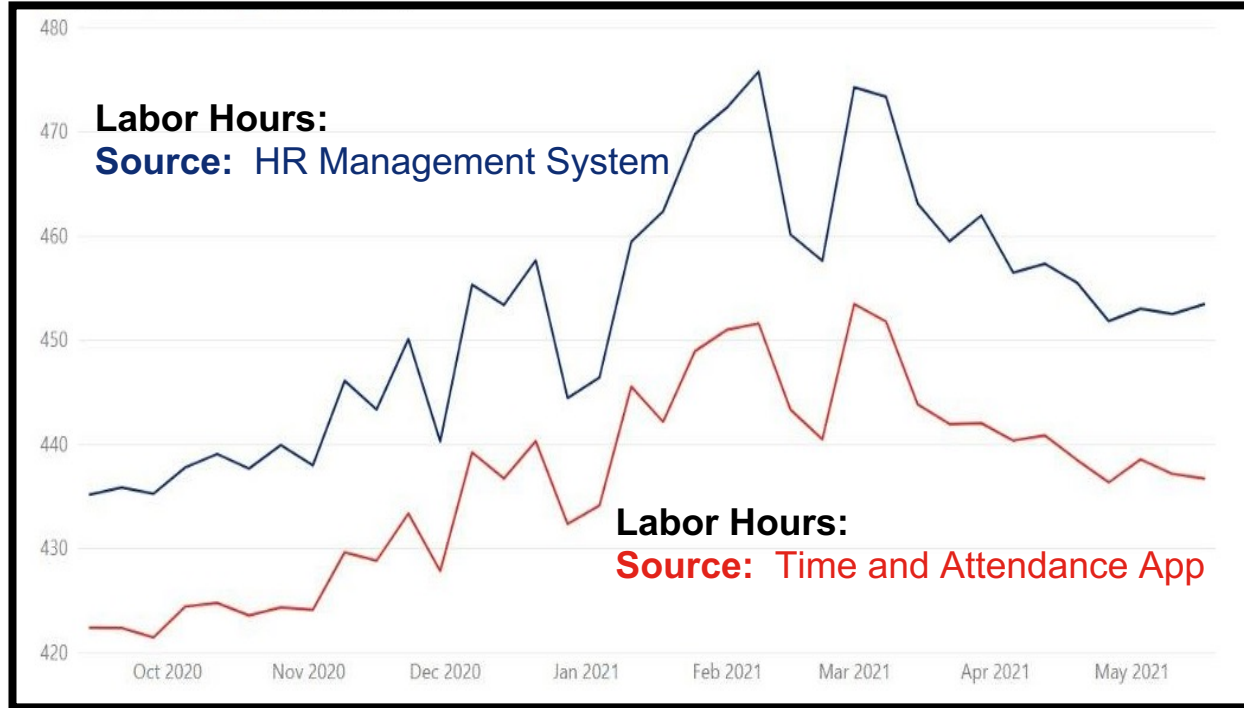
Source: Inventory Management App

Timing: Month is aggregated by “business weeks” either 4 or 5 weeks in each month (Tuesday – Monday)

Cost Pools: 45 days of Purchase \$’s/trailing 45 days of units sold

Cost of Sales: Excludes one-time rebates

The Importance of Trusting Our Data



The time measurements vary across different systems, resulting in an inconsistency. This inconsistency undermines trust and limits the effectiveness of data analysis and decision-making in business operations.

An Example of Data Driving Change

Why we are all here...

Sorting by Gallon Difference where there are at least 500 gallon difference and 25% difference between systems

Friday, March 04, 2022

Store Name	Store #	Stick Gallons	RPOS Gallons	Gallon Difference	Percent Gallon Difference
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Difference: 20,313 gallons

RaceTrac Fuel Over Short

Wednesday, March 16, 2022

Main List Store # Filter

All

Unleaded 87 Fuel

Unleaded 89 Fuel

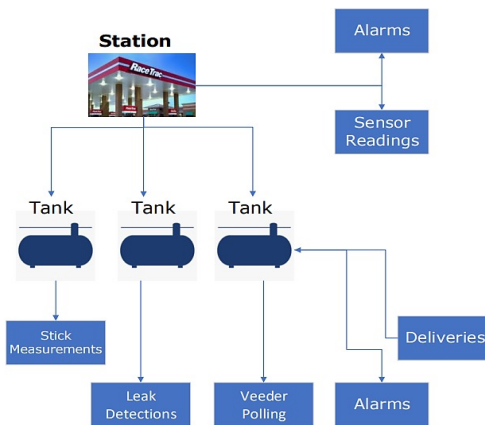
Premium 93 Fuel

Diesel Fuel

Store Name	Region	Store #	Fuel Grade	Stick Gallons	RPOS Gallons	Gallon Difference	Percent Gallon Difference
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Difference: 9,359 gallons

Sticks Events



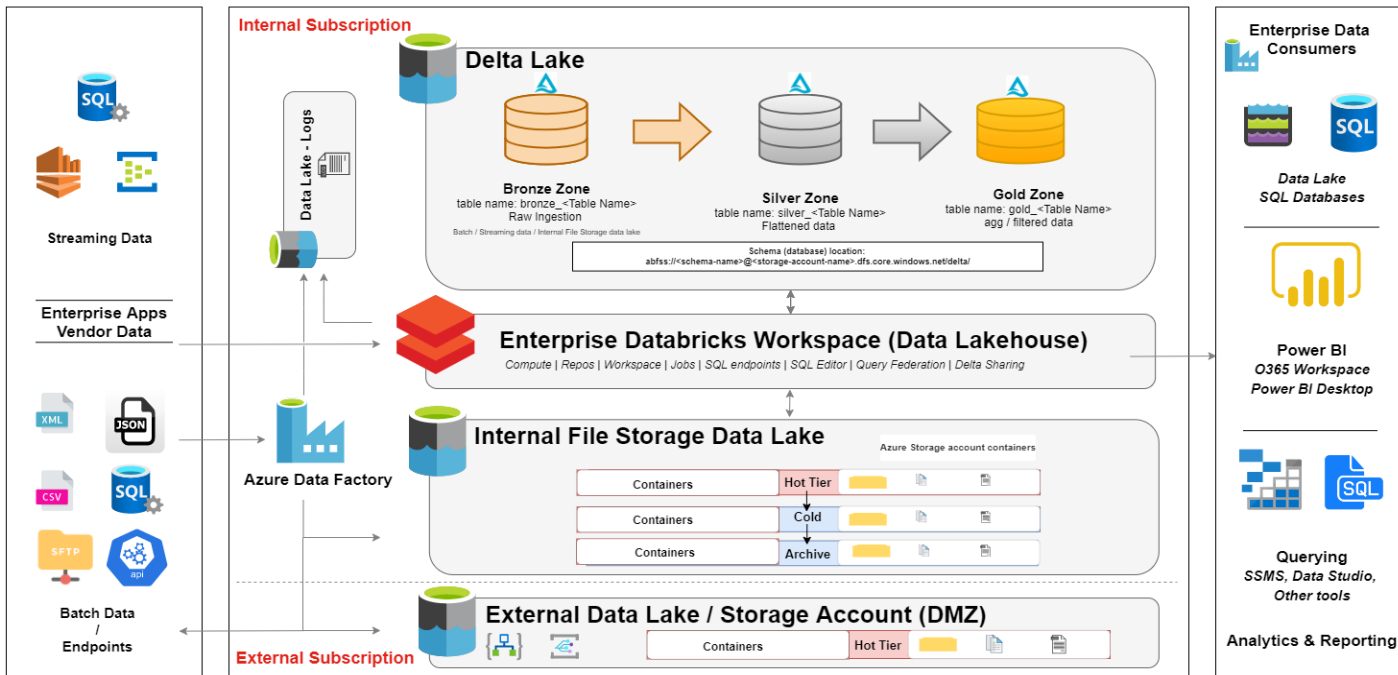
Enterprise Data Architecture



RaceTrac Azure Tenant



Data Catalog | Lineage | Articles | Glossary



Enterprise Data Vision



Data Lifecycle

Cloud Migration, Data Usage, Data Quality / QA, Data Accessibility, MDM, Data Monetization, Data As Service



Data Architecture and Management

Data Architecture Board, Data Models, Data & AI Initiatives



Platform Engineering / DevSecOps

Automated Code Deployments
Process Monitoring & Triage



Hiring & Upskill

Promote Competencies — Functional Analyst, Engineers, and Data Users



Investments in IT Tools

Data Tools, IT Tools, Trainings

Lessons Learned

HEADWINDS

1. It is important to show the immediate impact to gain buy-in
2. Focus on quick wins in the beginning
3. Concentrate on your most popular datasets and reports
4. Changing technology is easy, changing process takes time
5. Work continues to improve integration between databricks and Alation, such as query log ingestion and lineage functionality
6. Find an evangelist within the organization

TAILWINDS

Alation Data Intelligence Platform

Empower everyone in your enterprise to be data-driven

Find, understand and increase trust in your data

Intelligent, natural-language search makes it easy to discover the data, the source and its lineage

Break down data silos

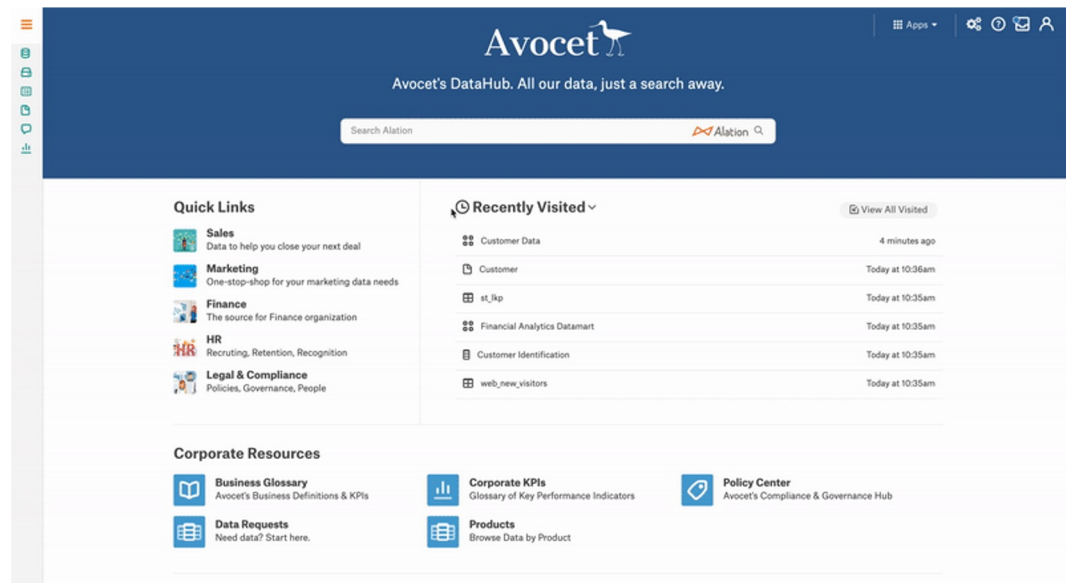
Ask questions and receive answers from data stewards directly through Slack, Microsoft Teams or the Alation platform

Visibility across your entire data landscape

Connect to 100+ systems and understand how your data is being used, and by whom

Enterprise platform

Trusted by 35% of the Fortune 100, governing millions of objects across hundreds of data sources, supported by a broad partner ecosystem



What's Next?

See Data Culture in Action

Data and AI Summit



Visit us at Booth #529!

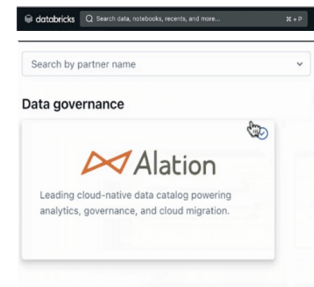
Learn More



Data Radicals Podcast – including great Matei Zaharia episode!

<https://www.alation.com/podcast/episodes/bazar-cathedral-matei-zaharia/>

Try it for free!



Databricks Partner Connect

14 day free trial



**The RaceTrac Way Makes People's Lives Simpler And More Enjoyable!
We Love Crazy Good Innovation!**