

CASE STUDY

# How Deliverr Managed 2X Data Volume with Near Real-time Replication Using Hevo

“ One of the biggest reasons why I would recommend Hevo is because of its lowest price-performance ratio as compared to the competition. It is definitely one of the best solutions if we take into consideration 3 major aspects - scalability, productivity, and reliability.



**Emmet Murphy**  
Staff Software Engineer

## Data Challenges:

- Creating data pipelines on Deliverr’s existing tool was a manual task, it was unable to handle schema changes resulting in multiple pipeline failures.
- Data plays a crucial role in Deliverr’s business model. They couldn’t afford to have long and frequent downtimes.

## The solution:

- After trying leading data pipeline solutions, Deliverr finally decided to go ahead with Hevo because of its data quality, auto-mapping feature, fully automated data pipelines, and ease of usability.
- Emmet and his team are using MySQL BinLog replication as a source and use over 25 different microservices pipelines on Hevo that load their multi-functional data into Snowflake. Their reporting tool (Metabase) sits on top of Snowflake and provides near real-time data for their management and operations team to track the delivery network status.



Deliverr, the California-based eCommerce technology startup helps consumer businesses accelerate their marketplace and website sales with affordable 2-day fulfillment. They primarily use shippers’ data, proprietary algorithms and a network of warehouse partners to strategically position inventory and enable fast e-commerce deliveries for their customers. They are on a mission to enable any seller, regardless of size, to delight their customers with fast and cost-effective fulfillment.

Industry: **Retail & eCommerce**

Location: **San Francisco, US**

Website: [www.deliverr.com](http://www.deliverr.com)

## By the Numbers

 **80 Hrs**

Switching to a modern data stack has improved reliability & reduced maintenance time **saving over 80 hours per month**

 **10%**

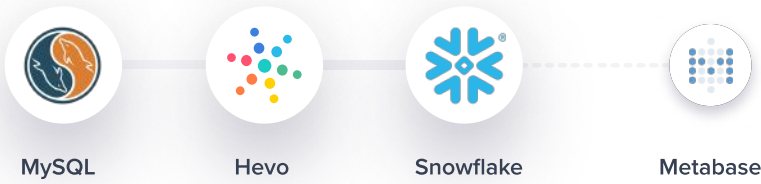
Data & Analytics team at Deliverr has **increased productivity by 10%** due to automated data pipelines

 **2X**

Hevo has enabled Deliverr to **replicate 2X more data** for real-time applications



## Deliverr's Data & Analytics Stack



*Onboarding Hevo to our existing data & analytics stack was super easy. I specifically liked the dashboard feature that provides a real-time update on data load status and latency. Hevo's support is exceptional and we were extremely happy with this product because it exceeded all our expectations.*

**- Emmet Murphy**  
Staff Software Engineer

### Business Impact & ROI:

- After switching to Hevo & Snowflake, Deliverr's data volume has more than doubled, query latency improved by around 25-40%, data warehouse reliability has improved from around 97% to 99.98%, and replication lag reliability has improved from around 97% to around 99.8%.
- Deliverr saves 1 man-week per month due to automated data pipelines. They save an additional 1 man-week per month that was earlier spent on troubleshooting and maint.



**HEVO**

#### About Hevo Data

Hevo is a Unified Data Platform that helps new-age companies automate their data flows with no-code data pipelines. Connect with over 100 data sources, integrate your data silos, and build a 360-degree view of your customers in minutes. Thousands of data professionals across 25 different countries trust Hevo to create their data pipelines. Try Hevo today and experience the power of unified data.

