CASE STUDY

How Delhivery handles terabytes of logistics data every day with Atlan
Atlan made the most complex data concept, which is data governance, look simple and easy to use.

Because of its intuitive UI, **Delhivery users love to return to Atlan for any issues they face with metadata.**

LOKENDAR REDDY KOYA,
SENIOR DATA ANALYST
About Delhivery

Delhivery is India’s largest and fastest-growing fully integrated logistics player. The company has fulfilled over 1 billion orders across India, with a nationwide network that services more than 90% of India.

In 2019, Delhivery was awarded the ET Startup of the Year award for connecting remote corners of India.

Our vision is to become the operating system for commerce in India, through a combination of world-class infrastructure and cutting-edge engineering and technology.

KAPIL BHARATI,
Co-Founder and CTO
Delhivery’s massive growth was creating **chaos** for its data users. Its data stack was missing a crucial solution to manage the flood of incoming data.

> Delhivery has been growing exponentially and we are generating terabytes of logistics data per day. **It’s getting very difficult to answer questions about our data.**

**AKASH DEEP VERMA**, Director of Data Engineering
The Problem

Delhivery’s complex web of supply chain data
Delhivery’s microservices architecture created **data silos across verticals** and **bottlenecks for developers**.

**LENGTHY ONBOARDING**
New hires took too long to understand Delhivery’s data.

**DIFFICULT DATA DISCOVERY**
Delhivery’s many verticals made data difficult to find.

**SOLVING FOR DIVERSE USERS**
400 people across product and tech relied on data.

“The typical onboarding time was **1–2 months** for new employees to learn about Delhivery. But it kept **taking longer**, around 3-4 months, as we kept expanding.”

“Our data users needed a discovery tool… a Google-like interface to **effectively discover data assets and build trust** from there.”

“We want to solve for **product managers** so they can get a feel of our data, for **data analysts** to understand how data is structured, and for **developers** so they can understand its lineage.”

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Delhivery’s search for a modern data discovery solution
Delhivery spent **18 months** trying to build an internal catalog on open-source tools. Eventually, it realized that **Atlan would deliver a better solution at a lower cost**.

**1: EVALUATION**
- Evaluating commercial legacy tools like Alation, Collibra, and Lumada based on total cost and features

**2: OPEN SOURCE**
- Building an open source–based, internal data catalog with Apache Atlas and Amundsen

**3: ATLAN**
- After 1.5 years of trying open-source, Delhivery chose Atlan as its unified, modern data workspace
BUILD OR BUY?

Delhivery began their search a couple years ago by vetting legacy catalogs, but none had the right features at the right price.

“Buying one of these products would have been the simplest fix, but we couldn’t find the right solution.

Each one was either missing non-negotiable features (such as seeing a data preview or querying data) or the total cost of ownership was just too high for us (due to expensive set-up, licensing and professional service fees).

AKASH DEEP VERMA,
Director of Data Engineering
Delhivery asked **2 developers** to spend **7 months** building an open-source, internal data catalog on Apache Atlas. They quickly learned that it was too technical for its diverse data users.

**APACHE ATLASS**

As we started implementing Apache Atlas, we realised we had a problem. It’s great for developers, but it has a steep learning curve for non-technical team members.

Its interface and language was highly technical, which made it **difficult to onboard product managers or operations people** who needed to understand our data.

*AKASH DEEP VERMA, Director of Data Engineering*
BUILD OR BUY?

To solve the issues with Atlas, Delhivery brought in Amundsen, spent months developing missing features, and finally rolled out its internal data catalog. The problem was, no one wanted to use it.
When we asked people what was missing, they all pointed to the user experience. The catalog didn’t integrate into their daily work.

Our solution couldn’t win without creating an experience that people wanted to use every day.

AKASH DEEP VERMA,  
Director of Data Engineering
Delhivery needed an **intuitive, modern data catalog** that people with varying technical skills could use to understand business context.
Why Delhivery scrapped its internal catalog after 1.5 years of work and chose Atlan as its unified data workspace

**INTUITIVE USER EXPERIENCE**

“Atlan not only had all the dream features we were looking for, but the user interface and experience were extremely intuitive. Built around a Google-style search, Atlan is designed to be user-friendly for technical and non-technical users alike.”

**OPEN BY DEFAULT**

“We liked that Atlan has a fundamentally open philosophy… This gave us the ability to customise the product for our end users — bringing together the best of open-source with a polished, off-the-shelf user experience.”

**EXPERT PARTNERS, NOT VENDORS**

“We also decided to go with Atlan because we realised that we needed a partner who was an expert in data discovery. This would let us rely on their expertise as we rolled out Atlan… We had plenty of our own business problems to tackle.”

AKASH DEEP VERMA
Director, Data Engineering

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It would take Delhivery **six or seven people and up to two years** to build what Atlan gave us out of the box.

We needed a solution on day zero, not in a year or two.

**AKASH DEEP VERMA,**
Director of Data Engineering
The Process

Implementation through gamification
Implementing Atlan

Delhivery used this implementation drive to kickstart a better culture around data documentation and governance.

Problem: Identifying assets & owners

Delhivery’s multiple verticals meant they had many different assets to catalog, with each team owning different assets informally.

They needed to prioritize the most important assets, and incentivize people to take ownership of those data assets.

Solution: Auto-assigning assets based on daily usage

Assets were prioritized based on how frequently they were used. Then, using query log history and business metadata, each asset was assigned to the person - a contributor - who queried it most frequently. They could vote to stay as the contributor, add co-contributors, or reassign the asset.

We need to identify who we define as owners and make documentation fun for them. Success will depend on motivation.

Rajiv Dinesh, Head, Data Products
Atlan made cataloging fun at Delhivery by organizing a 4-week long gamification drive filled with memes, messages, and prizes.

- The team that verifies the most tables wins!
- A table is considered verified if 80% of columns are documented and descriptions have been added.
- Scores are normalized by dividing the total points by the number of people on the team.

**THE SCORING SYSTEM**

- 1,000 points per verified table
- 100 points per table description
- 10 points per column description

**BONUS POINTS**

- 10 points per table classification
- 10 points per linked glossary
Messages, memes, and prizes: the method to motivation

Nandini Tyagi 7 Dec, 18:07 • Edited

🎉 ANNOUNCEMENT - BEST DATA ROCKSTAR TEAMS 🎉

Hi team,

Massive congratulations to every single one of you for an ABSOLUTELY BRILLIANT contest. Before the contest, we had 60 verified tables and due to this amazing performance by you folks, as of today we have a whopping 372 verified tables, this covers all the major priority tables that we use at Delhivery. This is an incredible achievement and will empower everyone at Delhivery in their data journey. 😍

Now, time to announce the winners of the Atlan-Delhivery contest. 😃

The first prize goes to

Team Reporting - @Anil Kumar @Masoom Yadav @Pankaj Sondhi @Prakash Choudhary @Sarabhai Jain @Shiv Rat Pandey

This team single handedly verified 100+ tables! Brilliant job team 😃

The second prize goes to

Team Orion - @Saurabh Dhillon @Ankit Rai @Jagdeep Yadav

One of the smallest teams with a very high number of priority tables, Orion came in smashing last week and did a great work! Well done! 😍

The third prize goes to

Team UFL - @Rohan Raman @Ali Nawaz Haider Rizvi @Passupeti Venkata Shiva @Jatin Mahotra

One of the most consistent teams who is also the ONLY team to have verified all the tables they claimed. Fantastic performance by an equally fantastic team 😃

We also want to give a special mention to:

Team Infacility - @Sumit Uppal, bmanojkumar@delhivery.com, tannay.sso@delhivery.com, chandprakash.tailor@delhivery.com

Team FMS - @Rakesh Mahul, sai.krishna@delhivery.com, am, arshad.ansari@delhivery.com, subhash.vasamani@delhivery.com, shivam.thakur@delhivery.com, who are also at ~100% completion and made an amazing effort 😃

🏆 Atlan announcing the winners of the gamification drive

Nandini Tyagi 7 Dec, 18:28

Also, a special mention to @Koya Lokendar Reddy who has been working very hard last few weeks to prepare for the contest! I am sure I say it on behalf of everyone - great job coordinating the contest Lok 😊

iciones

Anil Kumar 7 Dec, 18:35

yeah he was reachable 24*7 and able to fix and provide resolution quick , thanks for effort @Koya Lokendar Reddy you put in team all teams together

❤️ Recognizing the person behind this drive at Delhivery

Koya Lokendar Reddy 8 min

@all

I am very Happy for what our teams have done for last one month. That's something phenomenal 😃.

Now any newbie in our organization, someone working on any analysis can take full advantage of Atlan portal(https://atlan.delhivery.com/) and complete the tasks much more efficiently.

"The ultimate goal is to Democratize entire delhivery data teams. " - this is what I mentioned in my initial thread and I am very much happy that now we are successful at first few steps Democratizing our Data System.

Now everyone in our Organization are equal when it comes to Understanding our Data and its Metadata.

Power is with everyone.

✈️ Delhivery's senior data analyst congratulating the team
RESULTS

The gamification drive resulted in a massive culture shift at Delhivery, saving time for data users across the company.

250% increase in documentation.
From 60 to 210+ verified tables... and counting!

53% users reported saving time with Atlan.
Of all the users who said they saved time with Atlan, about 70% have been at Delhivery for less than a year.

44% users said Atlan helped them find the best person to talk to about their data.

“The Atlan team was very active and responsive to the challenges I faced. The gamification drive got an incredible response!”

Lokendar Reddy Koya, Senior Data Analyst
All data leaders out there must understand the value Atlan adds to an organization in terms of data governance.

It’s a tool where you can collaborate, discuss, organize metadata, and speed up the process of understanding business context.

LOKENDAR REDDY KOYA,
Senior Data Analyst
Learn how your data teams can do their lives’ best work at atlan.com