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DATA MIGRATION PROJECT

IICS-to-DBT migration for enterprise business intelligence modernization

EXECUTIVE SUMMARY

Post Holdings Inc. (PHI), a St. Louis-based consumer packaged goods company, needed to migrate Informatica Intelligent Cloud Services (IICS) mappings and related ETL code to a DBT-based transformation environment. PHI engaged CrowdPlat to rapidly source and manage experienced data engineering talent capable of recreating existing IICS logic as DBT models while preserving business functionality and PHI quality standards.

CrowdPlat screened more than 50 developers, onboarded 12 senior DBT/ETL engineers, and helped convert 300 IICS maps in the initial three-month phase. PHI then expanded the engagement for 170 additional maps, completed in less than two months.

CLIENT OVERVIEW

PHI is a U.S. consumer packaged goods holding company headquartered in St. Louis, Missouri. Its businesses operate across center-of-store, refrigerated, food service, and food ingredient categories. Across operating companies, business intelligence data supports reporting, analytics, and operational decision-making across the enterprise.

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CHALLENGE

The PHI Business Intelligence team used IICS to extract and transform data from multiple Operating Company ERP systems and other sources into centralized Snowflake reporting structures. The modernization goal was to eliminate IICS and migrate the logic into DBT models or model groups that would perform the same business functions.

The challenge was not only technical. At the time, experienced DBT migration talent was limited, and PHI needed a team that could quickly understand existing mappings, establish repeatable migration standards, and deliver under tight timelines without sacrificing quality.

Key migration requirements:

- Convert legacy IICS maps and related ETL logic into DBT models or model groups.
- Preserve equivalent business functionality and reporting behavior across Snowflake data structures.
- Staff a specialized DBT/ETL team quickly in a scarce-talent market.
- Maintain PHI quality standards through structured project management and review controls.

SOLUTION

CrowdPlat applied its expert-network delivery model to source, vet, and manage senior data engineering talent. After structured screening of more than 50 developers, CrowdPlat assembled a 12-person DBT/ETL delivery team with an average of 15 years of experience. A U.S.-based project manager coordinated progress tracking, risk review, issue resolution, and communication with PHI stakeholders.

DELIVERY SNAPSHOT

50+	12	300	170
DEVELOPERS SCREENED	SENIOR ENGINEERS ONBOARDED	MAPS IN FIRST PHASE	FOLLOW-ON MAPS

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DELIVERY RESULTS

Delivery metric	Result
Initial migration	300 IICS maps converted to DBT in three months
Follow-on scope	170 additional maps completed in less than two months
Team assembly	50+ developers screened; 12 senior DBT/ETL engineers onboarded
Quality outcome	Converted DBT models passed PHI's quality approval process
Client confidence	PHI expanded the engagement after the initial 300-map phase

CROWDPLAT ADVANTAGE

1 Delivery Assurance

A U.S.-based project manager coordinated progress, risks, issue resolution, and alignment with PHI stakeholders throughout the migration.

2 Specialized Expertise

CrowdPlat rapidly sourced senior DBT/ETL developers for a complex migration in a limited-talent market.

3 Flexible Delivery

A managed expert network helped PHI meet timeline, budget, and quality requirements without compromising delivery controls.

Why it mattered

CrowdPlat helped PHI modernize a legacy ETL environment by combining rapid expert sourcing, structured project management, and quality-controlled data engineering execution. The engagement expanded after the first phase, reflecting confidence in the delivery model. Recently, PHI awarded CrowdPlat a multi-year MSP engagement, further reinforcing PHI's confidence in CrowdPlat as a delivery partner.