

1000x Performance Gain

HORNBACH Baumarkt AG

2022 – 2023 • Google Cloud Expert & Software Engineer

BEFORE

28-hour batch jobs failing daily. 6+ engineers monitoring. Stale pricing data on customer-facing systems. Constant escalations from business stakeholders across 169 stores in 9 countries.

AFTER

Fully automated real-time streaming pipeline. Zero manual intervention. Always-current data for 1M+ products across 169 stores — delivering 6-figure annual savings while freeing engineers for innovation.

KEY RESULTS

→ 28 hours → real-time	→ 6 engineers freed for innovation
→ 1000x performance improvement	→ €6-figures annual savings

TECHNOLOGY

Go	Google Cloud	Dataflow	Event Sourcing	Pub/Sub
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