

How AARP Services, Inc. (ASI) automated SAS transformation to Databricks with Impetus LeapLogic™

With the collaboration of Impetus and Databricks, AARP Services could automate 80% of the jobs. The automated code conversion and other capabilities of Impetus' LeapLogic fast-tracked our migration to Databricks. It also enabled the data science team to shift their focus from code modernization to business strategy and ML capability development. A great partner like Impetus made the modernization journey seamless.



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Business needs

As part of a long-term strategy to modernize its data science operations, **AARP Services, Inc. (ASI)** set out to migrate from a legacy SAS/SQL-based environment to a scalable, cloud-native platform. With over **10,000+ lines of SAS code**, **200+ audience models**, and **400+ campaign selections**, the need was clear: rapidly modernize while ensuring business continuity and future-proofing data science workflows.

Key business and technical goals included

- Modernize operations in under 6 months with automated code conversion in 2 months
- Eliminate manual steps within and across notebooks to support automated workflows
- Create extensible, reusable templates for legacy users
- Modularize SAS workloads based on business logic and dependency
- Shift focus from technical migration to advanced ML capabilities and strategy

Technical needs

To enable a smooth transition, ASI outlined four core modernization requirements:

Timing

Complete end-to-end modernization in 6 months

Modularization

Break down legacy workloads into independent, reusable Databricks notebooks

Extensibility

Develop Databricks functions and templates to replace SAS macros, procedures, and functions

Automation

Auto-convert SAS code, orchestrate jobs, and minimize manual inputs across workflows

Solution

LeapLogic, Impetus' automated data platform modernization solution, played a critical role in delivering a seamless, automated, and verifiable SAS-to-Databricks modernization.

Key highlights of the solution

Automated code transformation:

- Achieved ~80% automated conversion of complex analytics and orchestration logic
- Delivered modular, reusable, production-ready Databricks code

Seamless orchestration and deployment:

- Automated job creation, parameter passing, and notebook orchestration
- Auto-generated reconciliation scripts for validation and compliance

Comprehensive assessment and code analysis:

- Identified heavily repeated patterns across 10,000+ lines of SAS code
- Mapped legacy functions, procedures (e.g., PROC IMPORT, PROC CONTENT), and macros to Databricks equivalents

Template-driven extensibility:

- Developed custom Databricks functions and UDFs for SAS constructs
- Created reusable templates to support current and future workloads
- Enabled legacy users to upgrade skills using generated templates

Empowering innovation:

- Enabled the data science team to focus on business strategy and ML development, rather than infrastructure and code rewrites

Saved 25% from the multi-million dollar spend in infrastructure

Impact

The LeapLogic-powered transformation allowed ASI to:

- Free up data science teams to focus on ML strategy and business innovation
- Enable faster time-to-insight through automated workflows and scalable compute
- Lower the learning curve for legacy users with well-defined templates and patterns
- Accelerate migration from legacy SAS to Databricks, reducing time and effort drastically
- Improve cost efficiency through on-demand infrastructure usage
- Convert 10,000+ lines of code in 2 months

With a strong migration strategy powered by Impetus LeapLogic and seamless collaboration with Databricks, AARP Services, Inc. successfully modernized its data science operations. What seemed like a daunting task involving thousands of lines of code and hundreds of models was simplified through automation, pattern recognition, and strategic modularization. The result? A scalable, future-ready data science platform with accelerated business impact.

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