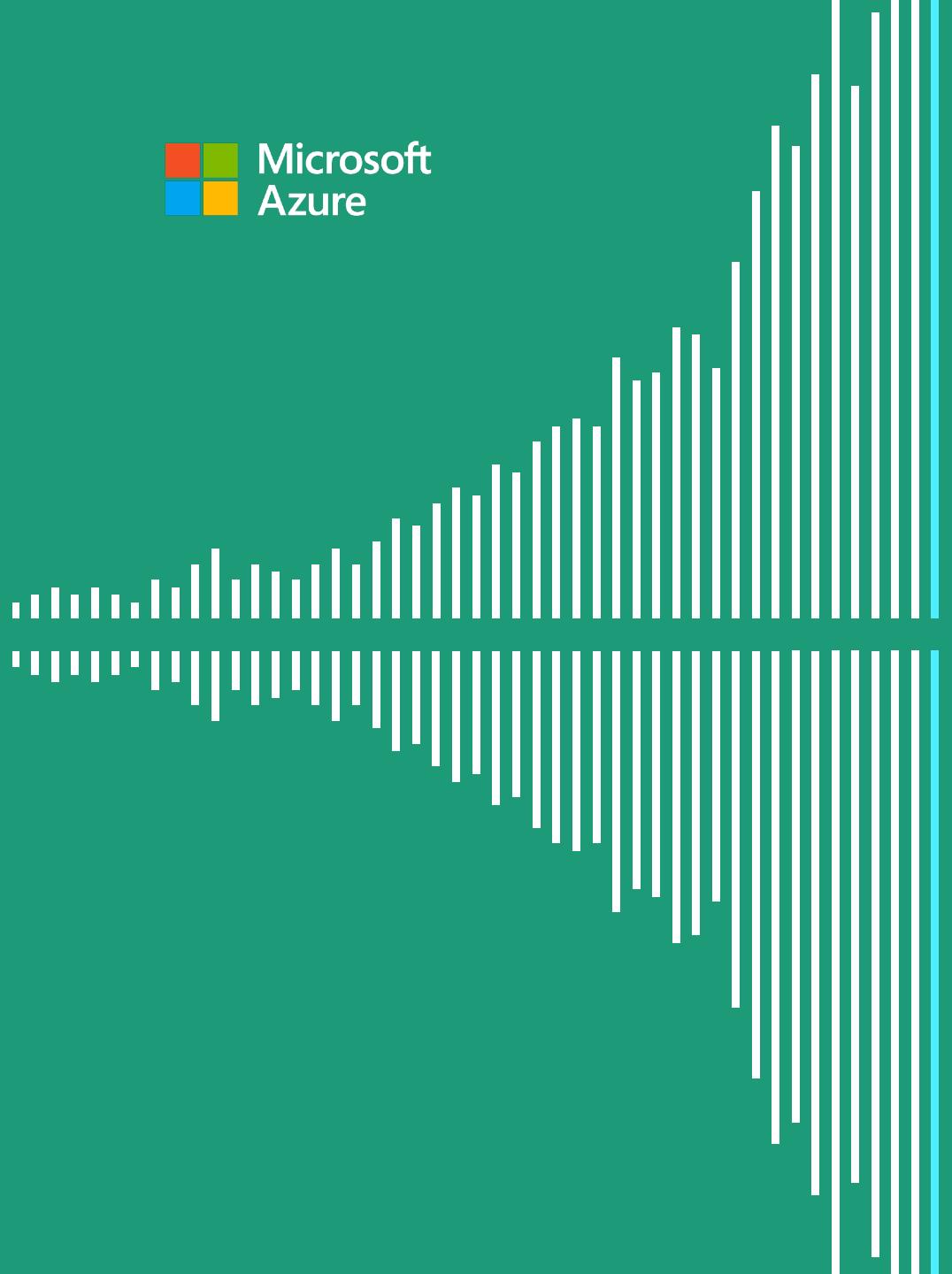




Power your business decisions with cloud scale analytics

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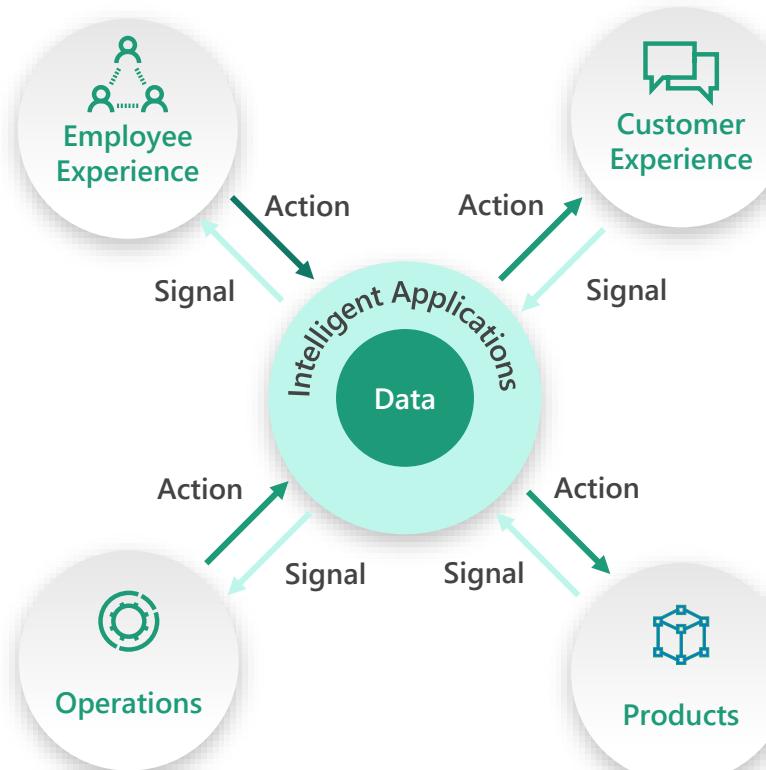


Data has become the oxygen of digital transformation

We are at the point where data is truly driving digital transformation. Business leaders with an eye on a successful future understand the value of deepening connections, whether personalizing employee, customer, and support experiences or creating actionable seller intelligence to foster more meaningful interactions. They also need better digital security and risk intelligence to guide strategic decision making. And data is at the heart of each of these initiatives.

But we all know that raw data isn't enough. Organizations also need integrated insights and business intelligence (BI) that can be activated across an entire connected organization.

So how do you unlock value from your data and bring it into the era of AI?



Extracting insight from data requires intelligence

55%

of companies have a mostly manual approach to discovering data within their enterprise¹

68%

of companies are unable to realize tangible, measurable value from data¹

91%

of data and analytics decision makers at firms with advanced levels of insights-driven business maturity have adopted augmented BI (BI + AI)²

1. Accenture, "Closing the Data-Value Gap," August 29, 2019

2. Evelson, Boris, "The Forrester WaveTM: Augmented Business Intelligence Platforms, Q2 2023," June 13, 2023

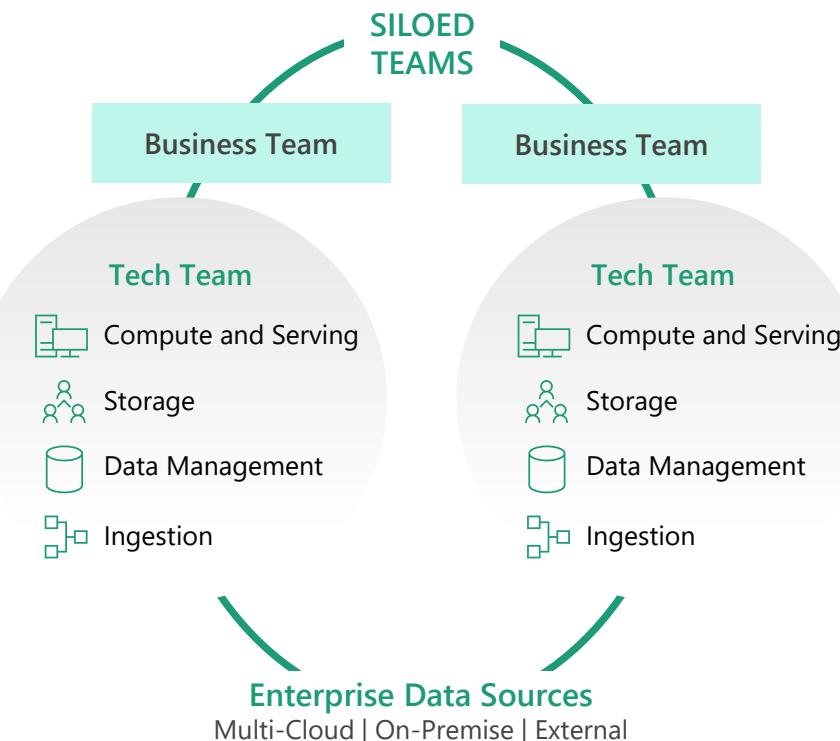
Tackling the data challenge

All organizations want to be more data-driven and adopt technologies that enable true business intelligence. However, doing so requires taking a step back and addressing a common challenge: the ever-evolving data estate. Not only do organizations tend to have massive quantities of data along with redundant infrastructure, but they also often have multiple teams operating within silos of data that are not truly connected.

To add to these challenges, the platforms required to transform data into actionable insights are inherently technical and fragmented in nature. Teams of engineers are often required to deploy and manage these platforms. In addition, there are often many siloed cloud or on-premises data sources from different vendors in different formats, holding critical information.

There's no single source of truth

Stitching together the unique analytics tools required to create a single source of truth is complicated and expensive. Every analytics project has many subsystems. Every subsystem needs a different class of product. Products often come from multiple vendors. Integration across products can be complex, fragile, and expensive.



Deriving insight from data is complicated

Organizations know that to succeed and thrive in today's constantly changing landscape, they must be able to transform the sheer amount of data they have into deep, impactful insights. Yet only 32% of companies report being able to realize tangible and measurable value from their data.¹

Questions to ask:

- ✓ How do you scale data and analytics across the organization while reducing costs and optimizing existing data and management?
- ✓ How can you adopt BI across different lines of business and teams?
- ✓ What can you do to make data more accessible to everyone in your organization?
- ✓ How do you balance data access and self-service analytics without compromising governance?
- ✓ What do you do about legacy solutions that can't scale?
- ✓ How can you deliver on the promise of a data-driven organization with limited resources?

1. Accenture, "Closing the Data-Value Gap," August 29, 2019

We can help you harness the value of your data

Accessing the benefits of cloud-scale analytics first requires a modern data estate that brings together data unification, collaboration, and governance. Think of it as establishing the foundation on which future growth can occur—you’re essentially creating a comprehensive data and analytics platform that can help you to overcome current challenges and launch your business toward the cloud-scale analytics your business needs to thrive.

So how do you get there from where you are now? Currently, there are three data estate architectures and concepts that are trending when it comes to the modernization of data estates:

Data mesh:



A series of domains assigned to individual LOBs that enable access to the data they need with maximum autonomy by upholding the four principles of a data mesh.

Data fabric:



A system for automating data management tasks, such as unifying and cleaning disparate sources as well as authorizing data access, that helps a business make the most of its existing data sources without needing to migrate them.

Data hub:



An open and governed lakehouse platform that provides the storage foundation for serving data to multiple domains efficiently, so domain users can easily consume it.

These different architectures are not mutually exclusive; they are collectively transformative.

That's where the right technology partner comes in. As an expert in Microsoft Azure, we possess the in-depth knowledge and experience in implementing cloud-scale analytics solutions that help transform the vast quantities of fragmented data that exist in your business into valuable BI.

Let's unlock the value of your data

What can you empower your organization to achieve? We can help you with a **three-phase approach**.

1. Envision

Find out what opportunities are possible for your organization when you transform your data estate to unlock its full value.

2. Experiment & learn

Begin to develop a data culture and build trust through a smaller-scale proof of concept that delivers immediate data value.

3. Build & scale

Get aligned with your organization's leaders and data stewards on the business value you'll drive over time, map your current and future data estate, and establish a network of transformation champions.

Work with us to build a data foundation for the era of AI

We can help you put together the right Microsoft solutions for your unified analytics, so you get the best parts of data mesh, data fabric, and data hub. With extensive expertise in Microsoft technologies, we can help you develop a solution architecture that works effortlessly for your business.

The result is a one-stop-shop for data integration, data engineering, real-time analytics, data science, and business intelligence needs. With this solution,

you will establish a unified source of truth by bringing together all analytics workloads in a lake-first foundation. Your teams will also be able to reduce the time and effort it takes to uncover impactful insights through democratized access to data.

And through it all, you won't compromise the privacy and security of your data.

Here's what you get



Data integration

Start with comprehensive data migration and integration to enable using a data lake-first pattern. Azure Data Factory connectors enable data integration while Azure Synapse Link connectors enable "no code" and "always synchronized" data integration for operational databases.



OneLake

All data is ingested into a data lake on Azure Data Storage Gen—a cost- and performance-optimized data lake storage service—for the most demanding business intelligence, machine learning, and artificial intelligence workloads.



Analytics

Data scientists can bring their preferred compute frameworks, languages, runtimes, and tools into the data lakehouse and further enhance the data through feature engineering and statistical techniques.



Business intelligence

Best-in-class integrated solutions responsibly democratize BI with self-serve tools and experiences for both data analysts and data citizens.



Governance

Microsoft Purview provides a single-pane governance solution to help effectively scan and manage your data estate—even as it grows and scales.

Are you ready to get started?

Investing in a comprehensive data and analytics platform can address the hurdles encountered in your current data ecosystem. With a higher adoption of cloud-based business intelligence and analytics tools, it's imperative to work with a partner that has a trusted portfolio of solutions that can enable faster, data-driven decisions in a secure manner.

That's where we come in. As a Microsoft partner, we have expertise in integrating a wide variety of technologies and systems, including implementing cloud-scale analytics solutions using Azure. We understand the intricacies of the Azure system and can help design, build, and optimize analytics architectures that meet your specific needs.

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