

DataPlus^o

By **CONCENTRA**

Microsoft
Partner



Gold Data Analytics
Gold Cloud Platform
Gold Independent Software Vendor

The DataPlus Opportunity

Data Warehouse Automation Platform for the Microsoft Azure Cloud

8th February 2019

CRAFTED BY CONCENTRA

Agenda

- 1 Introduction
- 2 Market Observations & Timing
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- 3 Why DataPlus?
- 4 Use Cases
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- 7 Early Adopter Program
- 8 Pricing
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An analytics technology and services firm



CONCENTRA

About Concentra

- Established in 2005
- Headquartered in UK, with offices in The Hague, Philadelphia and Hong Kong
- 220 people
- 4 Lines of Business:
 - **OrgVue**^{By CONCENTRA} – SaaS business transformation product
 - **SupplyVue**^{By CONCENTRA} – SaaS supply chain optimisation application
 - **DataPlus**^{By CONCENTRA} – Data warehouse automation platform
 - **Analytics Solutions** – Deliver solutions utilising best in breed analytics software
 - Sell licences
 - Deliver training
 - Deliver professional services

Partners we innovate with



alteryx



DataRobot

**Our services team
combine**



Consulting

- Hypothesis based problem solving
- Establishing the KPIs that need to be tracked



Analytics

- Best in class techniques to:
- Data management
 - Data visualisation
 - Maths and stats



Technology

- Expert users of the right software

Market Observations & Timing

Gartner Market Observations

1

Increasing interest shown in DWA as they are currently (re)visiting their (non)existing DW landscape/strategies to make a decision regarding the future.

2

Biggest challenge is selecting which (mainly cloud based) technologies to invest in, **factors such as cost/budget** (infrastructure, migration cost of existing DW, etc.) are by far the biggest concern.

3

Large business are generally **moving away from Central IT Groups** to try to reduce costs and complexity.

4

Number of users utilising and wanting to query their data is increasing whilst **the number of data engineers is depreciating.**

5

Customers need consistency in their approach when considering cloud data strategies given the misuse of data lakes, **trust in data is key.**

6

Companies are **trying to understand the best ways of providing data-as-a-service**, acquiring new skill sets, whilst reducing IT involvement.

7

92% of the respondent base reports that its analytics user community has **unmet demands**

8

>70% of the population **lacks data integration and modelling skills** to support their analysis

Market insights

1

The shift to cloud gathers pace

as affordability increases and trust in cloud data security becomes accepted.

2

The hybrid cloud model is accepted.

Most enterprise companies accept a hybrid cloud data platform exists to ensure their data can be held wherever appropriate.

3

Azure is now mature and market leading,

enough for us to deliver a fully cloud-architected SaaS product, following the latest recommended serverless approaches for scalable SaaS delivery.

4

Everyone is looking for **more agile** approaches to deliver their data management requirements.

Data-readiness is still THE major challenge to extracting value from data.

5

Hadoop did not deliver on it's promise

of all data for all purposes. This promised utopia was passed on to the Data Lake.

6

Data Lakes have become Data Swamps

as people realise that work **MUST** be done quickly, to turn unmanaged data into usable insight. This has led to the **reinvigoration of the Data Warehouse** pulling data from Data Lakes.

7

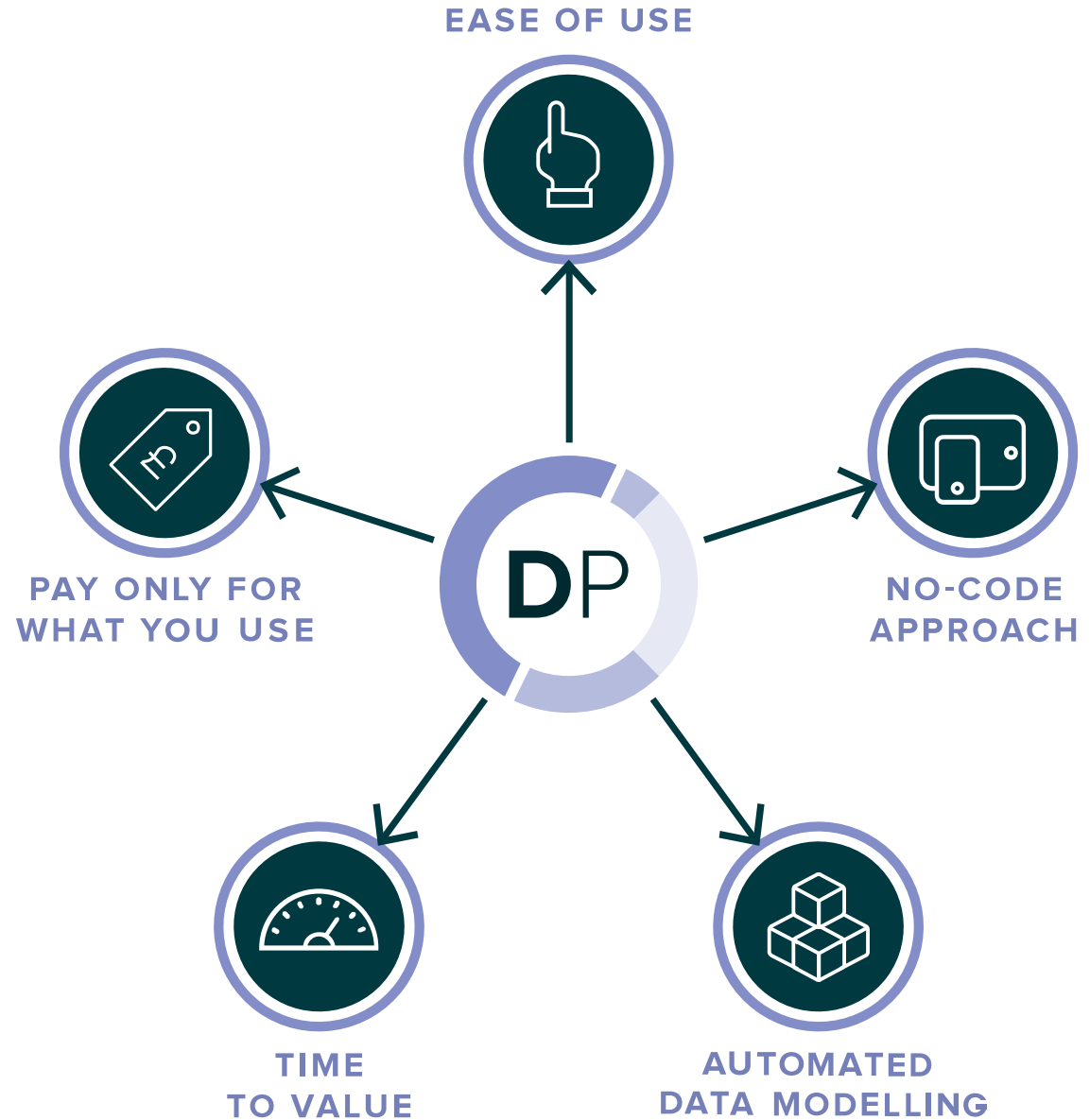
The Data Lake to Data Warehouse design

pattern has become an accepted approach in enterprise clients which have embraced Data Lakes.

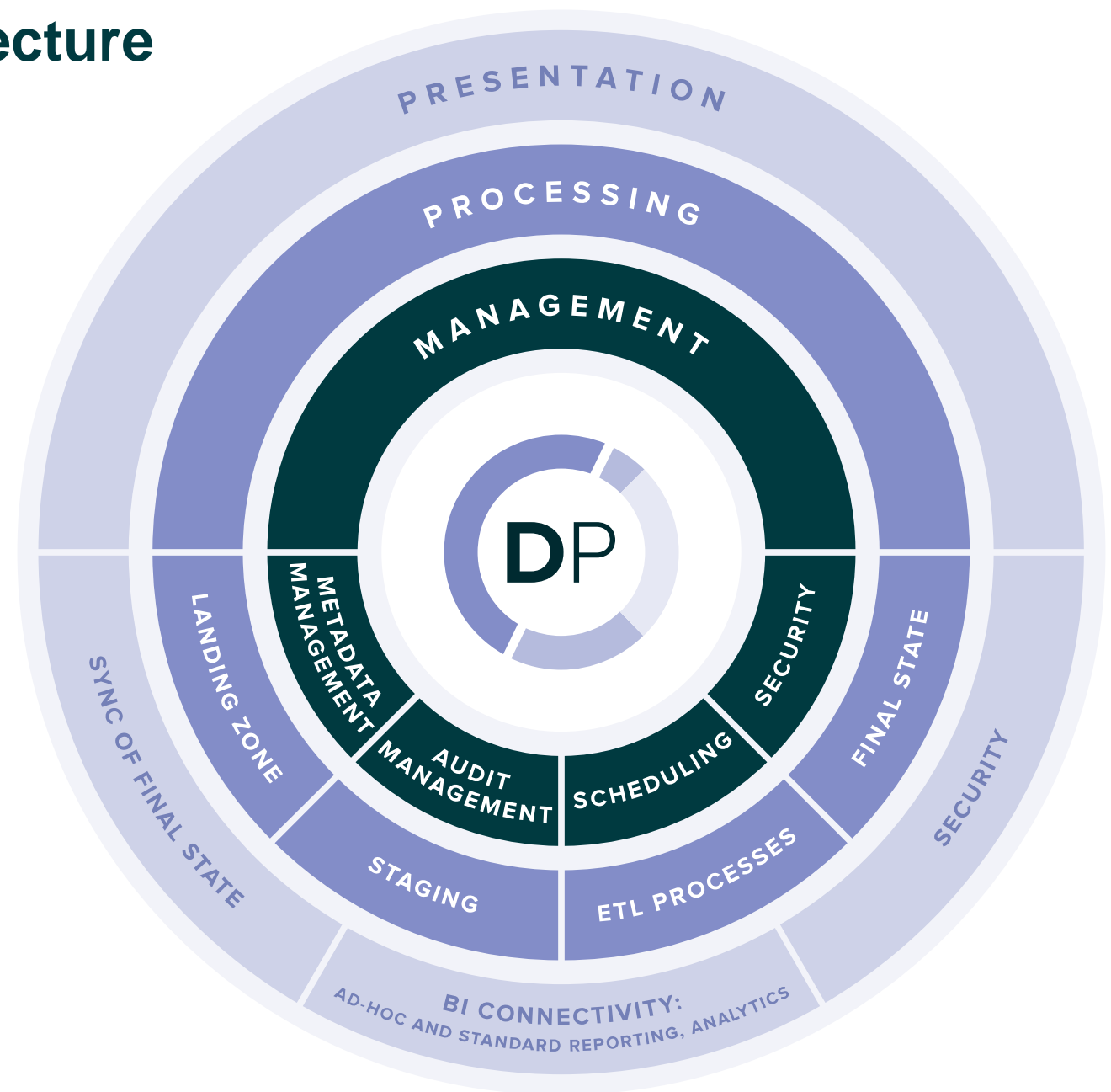
WHAT is DataPlus?

DataPlus foundation pillars

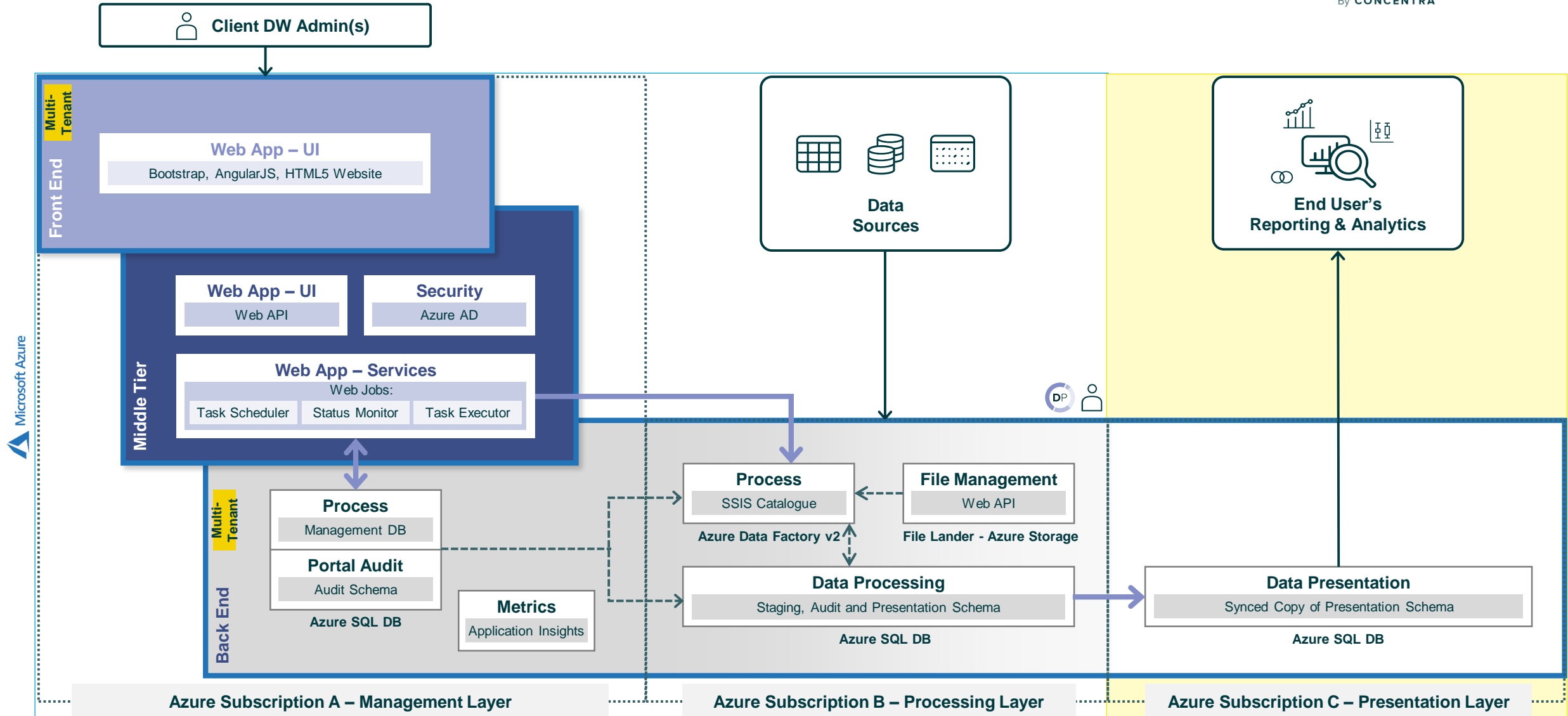
DataPlus - a SaaS data warehouse automation platform built in the MS Azure cloud.



DataPlus Architecture



Standard DataPlus Architecture



WHAT?



Complete Solution

- DataPlus not only **generates your DW**, it also **provides the processes and host cloud storage platform** to load your data and **administer your entire system**. No other solution provides all of this functionality in a single solution.
- **No-code approach**, no need for DW ETL/Database developers, build with minimal input from an Architect. This minimises reliance on internal IT.
- **Manage and automate** the generation and run of DW ETL as well as data loads in a user-friendly UI from a single, SaaS portal.



Cloud-Native

- **Only DWA platform running natively in the cloud** and the only platform built fully on serverless cloud technologies.
- **Subscription based**, not licence based.
- **NO install** required.
- SaaS means **regular new features** without un-install/re-install, the product is always current with minimal interruption of service.
- Customers can choose between a prepaid subscription or a pure consumption based model*. Both have **elasticity to accommodate changing workloads**.



Enterprise Grade

- DataPlus **delivers enterprise-grade architecture** out of the box, delivering disaster recovery, failover, security, and large-scale data management.
- **Automated enterprise functionality applied** - logging, auditing and data quality validations, management of data rules and processes, role-based access controls.
- **Enterprise scale, no effort**. All clients get the same enterprise-grade solution, regardless of their size, volume of data or usage patterns.

WHY DataPlus?

WHY?



Ease of use

- Specifically designed to be **user friendly**. Our competitors are more technically orientated tools.
- **No-code approach** offers the potential to replace development teams and DW ETL/Database developers with minimal input from an Architect or IT departments.
- Ability to model **a full DW model with a user-guided portal**, whilst enforcing best Kimball modelling practice.
- **Immediate data quality feedback** on data submission prevents discovery of major data issues later on downstream.



Agile

- **Make changes quickly** - and roll out changes you don't require. This allows you to build fast and fail fast with a small team.
- **Add new data sources** and extend your data warehouse model simply. No need to fully specify the end solution up-front. Simply build from the bottom up, as you discover and prioritise new sources of information.
- **Implement faster**, reduce time to value and ROI. Get to your insight faster to allow you to make business-critical decisions earlier. No need to wait for a long project life-cycle to deliver your KPIs.



Automate and Administer

- **Inference of the DW model** (dimensions, facts, relationships). Reduces requirement for experienced modellers and DB developers.
- DataPlus **automatically creates the Data Warehouse** and all associated objects, without effort from the client.
- DataPlus **manages the Cloud platform processing**, without input from users.
- **Automated generation of data cleansing and validation** rules and dependency checks to guarantee a high level of consistency and data quality enforcement. Data quality reports give immediate feedback.

Use Cases

DataPlus Use Cases



1



Agile Data Warehouse Creation

(data consolidation and exploration)

2



Data Warehouse Optimisation

(performance, expansion, migration)

3



Harnessing Machine and Sensor Data

(integrating automation data)

4



Internal Data as a Service

(reliable data source)

5



On-demand Data Blending

(agile PoC and forensic investigation)

6



Streamlined Data Hub

(integrating near real-time data)

7



360° Views

(customer, patient, product, etc.)

DataPlus Sample Use Cases



1



Agile Data Warehouse Creation

(data consolidation and exploration)

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360° Views

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1. Agile Data Warehouse Creation

Tap the Latent Value in Massive Data from Diverse Sources & Existing Data Warehouses

What is it?

Companies are dumping data into siloed data stores, but they aren't always sure what information is in there ("dark data") - or if it can be leveraged in a productive way.

A DataPlus Data Warehouse provides a standardised robust method for consolidating data from on premise server deployments into one accessible cloud based repository. It's a strategic investment necessary to extract value from the flood of new data that can be leveraged.

Vertical Fit	Various Industries
Technology Fit	Primarily MS Azure storage, often with Analytical DB, may include predictive analytics

Why do it?

- **Understand the data you have**
- **Provide a single version of the truth**
- **Identify crucial patterns in your business and operations**



BENEFITS

- Discover new useful information and understand its value.
- First step toward identifying trends and drivers that can affect business outcomes.
- A low-risk place to start turning data into business value.

CHALLENGES

- May require new coding skillsets that are hard to find.
- Must properly scope/contain the costs of an exploratory project.
- Enforcement of best practice and Kimball data warehouse methodology.

1. Agile Data Warehouse Creation

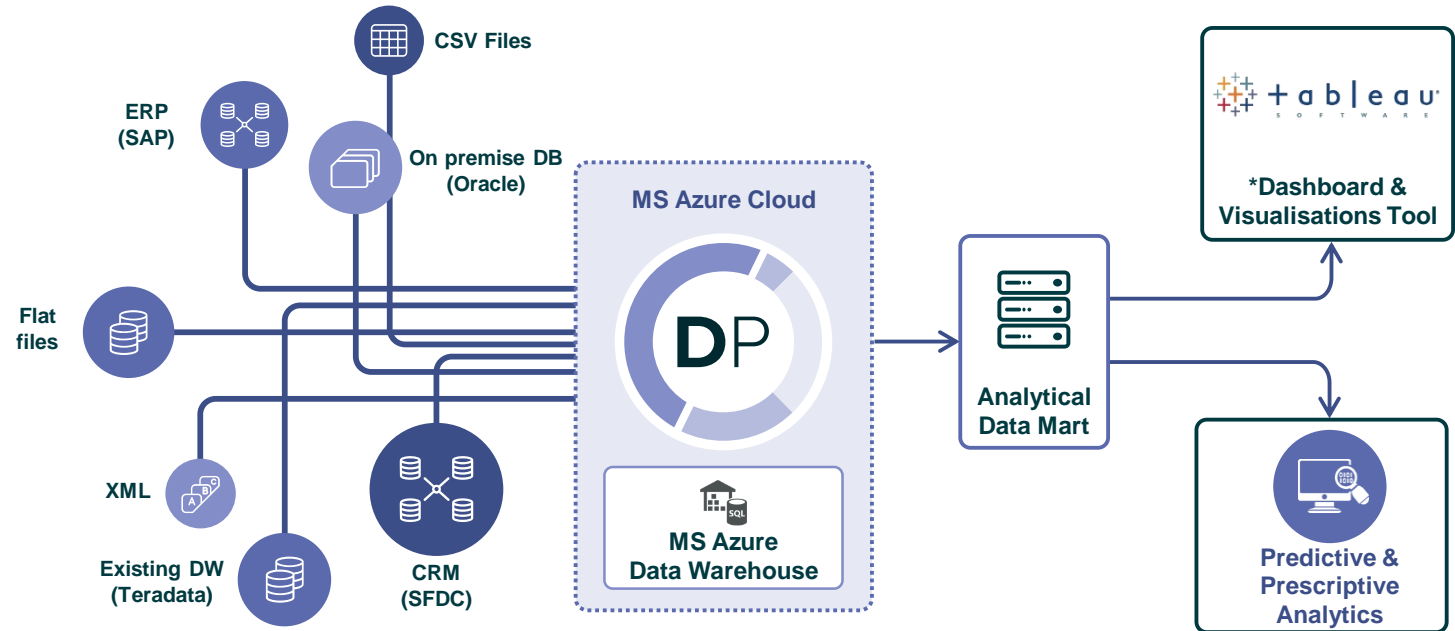
Tap the Latent Value in Massive Data from Diverse Sources & Existing Data Warehouses

Why

DataPlus

By CONCENTRA

- DataPlus **mitigates the need for ETL developers**, requiring minimally-skilled IT staff to build the full ETL
- **Low-risk method** to generate a cloud-based data warehouse
- Utilising DataPlus' **no-code automation approach** accelerates time to deliver (ROI)
- DataPlus can take the analyst directly from raw data to visualisation/insight in **6 easy steps** (when combined with any third-party tool, i.e. Tableau)
- Data scientists can **leverage integrations** to Alteryx, Azure ML or other predictive analytics tools
- MS customers wishing to **maximise their SQL investment** can easily transition to Azure



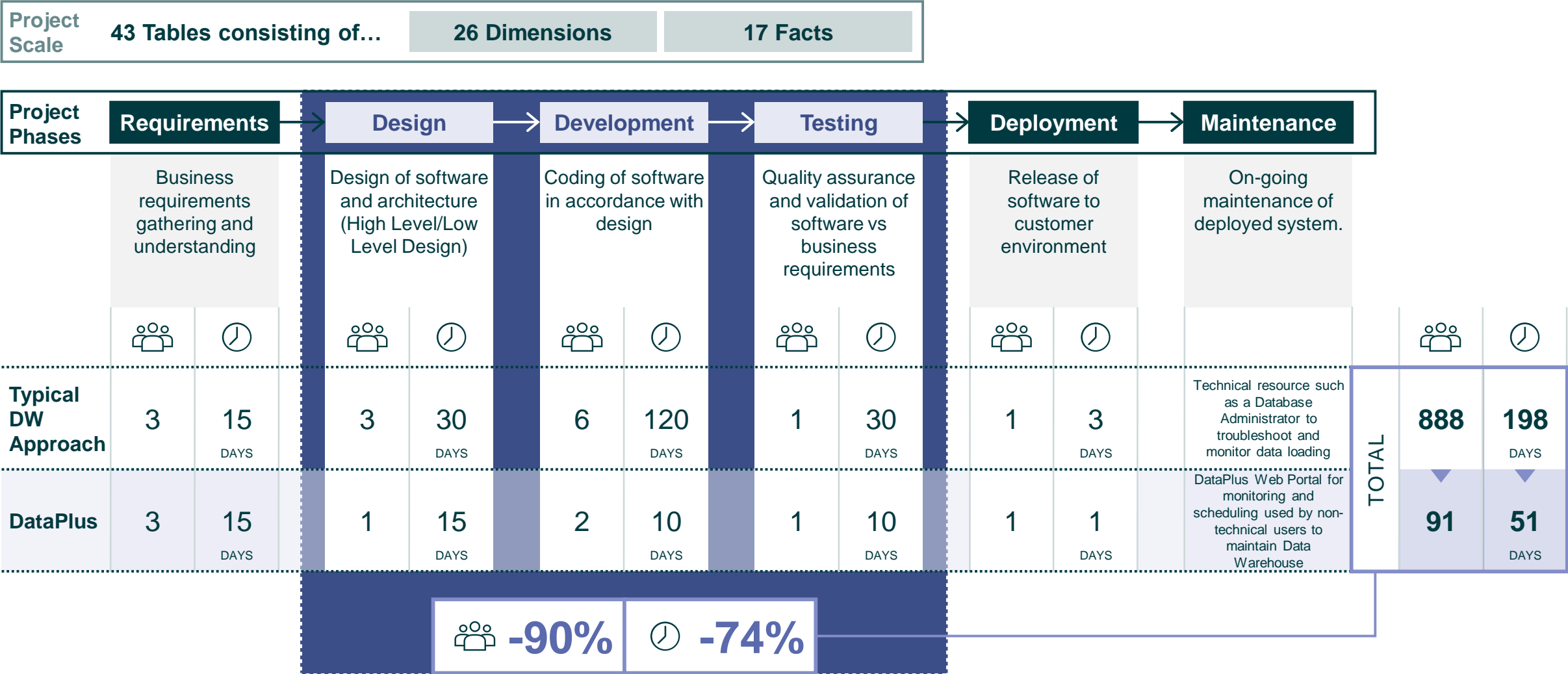
Reference Architecture Notes

- Data pushed and processed between Data Warehouse and Microsoft Azure store to reduce pressure on Data Warehouse capacity
- DataPlus parses raw data and combines other master data into analytic data sets
- View Builder materialises subsets of the data – simplifies and gives you performance

* Concentra resells and provides implementation services for Tableau and Alteryx but customers are free to integrate their preferred solution of choice

1. Agile Data Warehouse Creation

DataPlus project delivered in 1/4 time and 1/10 resourcing effort vs typical data warehouse approach



4. Internal Data as a Service

Cost Effectively Scale Database Services Across Teams

What is it?

Enterprises are tapping into data as a shared database service, to be provisioned across a number of application development teams for data ingestion and access.

The goal is to achieve economies of scale and cost savings relative to a more silo-based approach. ETL and analytics solutions are included as components of the centralized enterprise stack.

Vertical Fit	Enterprise with several development teams
Technology Fit	Primarily MS Azure storage, often with Analytical DB, may include predictive analytics

Why do it?

- **Save costs by standardizing data service across all IT teams**
- **Provide a consolidated single version of the truth across the enterprise**
- **Promote operational efficiency**



BENEFITS

- Scale productivity through centralized data infrastructure.
- Provide reliable service and enterprise-grade SLAs across IT organization.
- Repurpose your high-value tech experts to service a broader stakeholder base – share expertise.

CHALLENGES

- Standardising team development practices and processes.
- Need to scope out data strategy in addition to operational use of Data for shared IT service.
- Oriented primarily to IT and developers – must still address business user's analytics approach.

4. Internal Data as a Service

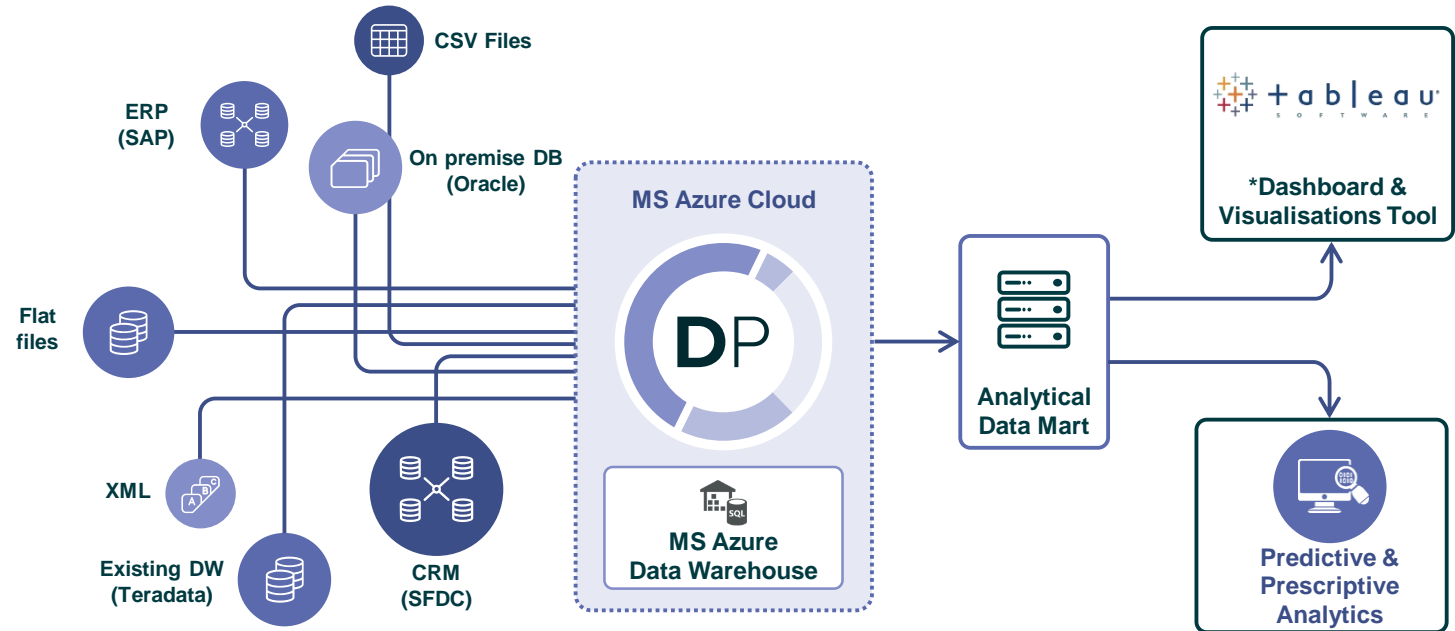
Cost Effectively Scale Database Services Across Teams

Why

DataPlus

By CONCENTRA

- DataPlus handles data migration from relational **on-premise to cloud**
- Utilising DataPlus' no-code automation approach **accelerates time to deliver** (ROI)
- DataPlus removes requirements for scripting tools, **provides elastic scalability** – allowing cost management
- DataPlus helps teams to **standardise** development practices and processes
- DataPlus removes reliance on central IT and can help drive user adoption across large estates



Reference Architecture Notes

- Data pushed and processed between Data Warehouse and Microsoft Azure store to reduce pressure on Data Warehouse capacity
- DataPlus parses raw data & combines other master data into analytic datasets
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* Concentra resells and provides implementation services for Tableau, MS Power BI and Alteryx but customers are free to integrate their preferred solution of choice

7. Customer 360 Degree View

A Blended View to Drive Revenue Growth and Service Improvements

What is it?

Companies have long sought to bring a variety of data sources together to create an on-demand analytical view across customer touch points.

Leveraging disparate siloed data sources in a fully integrated environment empowers organizations to accomplish this – and achieve tremendous actionable customer insight.

Vertical Fit	Various Industries
Technology Fit	Primarily MS Azure storage, often with Analytical DB, may include predictive analytics

Why do it?

- Learn how your customers perceive your brand
- Boost revenue
- Lower churn
- Increase cross-sell & upsell effectiveness



BENEFITS

- All customer touch point data in a single repository for fast queries, and all key metrics in a single location for business users.
- Blend previously isolated data and avoid point-to-point integrations.
- Boost customer service satisfaction and revenue.

CHALLENGES

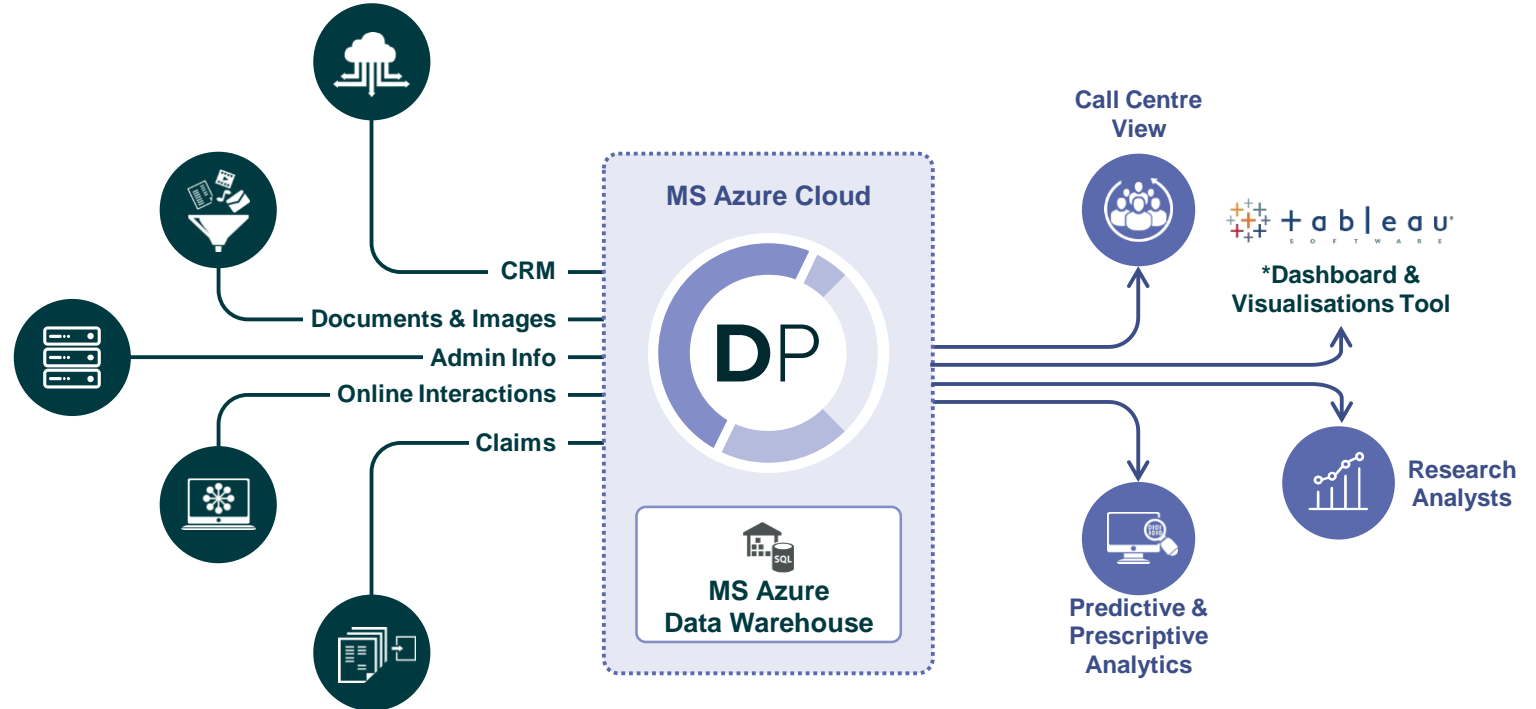
- Transformative effort in both technology implementation & business planning/definition.
- Complex data structures and ETL tools for collecting & enriching data; complex data schemas.
- May require new coding skillsets that are hard to find.

7. Customer 360 Degree View

A Blended View to Drive Revenue Growth and Service Improvements

Why
DataPlus
By CONCENTRA

- Ability to **blend multiple disparate siloed data** sources
- **Rapid time to value** through automated no-code approach, removes requirements for scripting tools, provides elastic scalability – allowing cost management
- **Adaptive data layer** guards system from changing data versions – reduces risk
- **Supports comprehensive analytics:** visualisations, reports, dashboards, ad hoc analysis



Reference Architecture Notes

- Ingest data from various sources into single Microsoft Azure data store, then processes and summarizes data at customer unique ID level
- Information is available to any third party applications and tools for service, accessible by research analysts, and leveraged in predictive and prescriptive applications as well.

* Concentra resells and provides implementation services for Tableau, MS Power BI and Alteryx but customers are free to integrate their preferred solution of choice

Royal Trinity Hospice Patient 360

Industry: Healthcare
Location: Central London, UK
Description: Second largest hospice in the UK
Use Case: Cloud Data Warehouse creation

Accelerating the delivery of healthcare insight

“DataPlus has helped us to rapidly deliver our new cloud EDW with minimal cost impact and maximum value.”

Jason Coleman – Head of Technology & Digital

Royal Trinity Hospice is the local hospice for south west and central London. It provides skilled, compassionate care and support to over 2,300 people with progressive, life-limiting illnesses and those close to them every year. At any moment, Trinity is caring for 700 patients in its on-site inpatient unit or wherever patients call home.

Trinity's services are all provided free of charge to patients and their families. The hospice receives only a quarter of its funding from the NHS and relies on donations to raise the remaining £9.5 million every year that is needed to continue providing its services.

Challenge

To use data insights to improve the way the Royal Trinity Hospice serves its patients and deliver a better quality of care, a data warehouse needed to be built. The Royal Trinity Hospice had limited budget and a strict time constraint.

Solution

Build of secure data warehouse to manage its 30,000 patient base and provide the required KPIs and reporting. This enabled the management team to see how they were delivering patient care and how it could be improved. The data warehouse was delivered on budget and on time.

Key benefits

- Data warehouse delivered faster and for less – 3 weeks instead of the estimated 6 months and for **£157K less** than using a traditional approach.
- Ability to generate insight from the consolidated data to improve quality of care standards.
- Low TCO with a scalable pay-per-usage subscription model avoiding an estimated £30k maintenance and upkeep cost p/a.
- Maintenance is handled by one person, no team of experts required. Changes can be handled in minutes.



Partners

The DataPlus Opportunity

Concentra Partners working with DataPlus

Technology partners



Resellers



part of



BYTES TECHNOLOGY GROUP
BOTSWANA
IT Services for the Enterprise 

Early Adopter Program

Launch Offer

DataPlus Time Line

- **General Availability March 2019**
- **V2 release July 2019**

The early adopter program is available to selected customers who commit to a DataPlus subscription before the end of May 2019.

We seek customers from a variety of industry verticals such as banking, telecommunications, utilities, travel and transport, retail, manufacturing, distribution, construction etc. Our big proviso is that you wish to innovate with Microsoft Azure and are willing to share your DataPlus project success publically on our website and be the subject of a case study.

Customer Benefits:

Time to Value

Deliver your data warehouse projects 10 times faster with less resource for a variety of potential use cases.

Automation

True end to end automation. Consolidate, model and manage your DW(s) all in one platform.

DIY

Unique no code approach, with easy one click deployment with or without IT involvement.

SAAS

Leverage the power of Microsoft Azure. Only pay for what you consume via annual subscription.

What we offer to early adopters:

Access

Early access to a new, innovative technology solution that is truly unique along with training, support and services as required.

Product

Opportunity to shape the future product direction with Concentra product management to their benefit.

Price

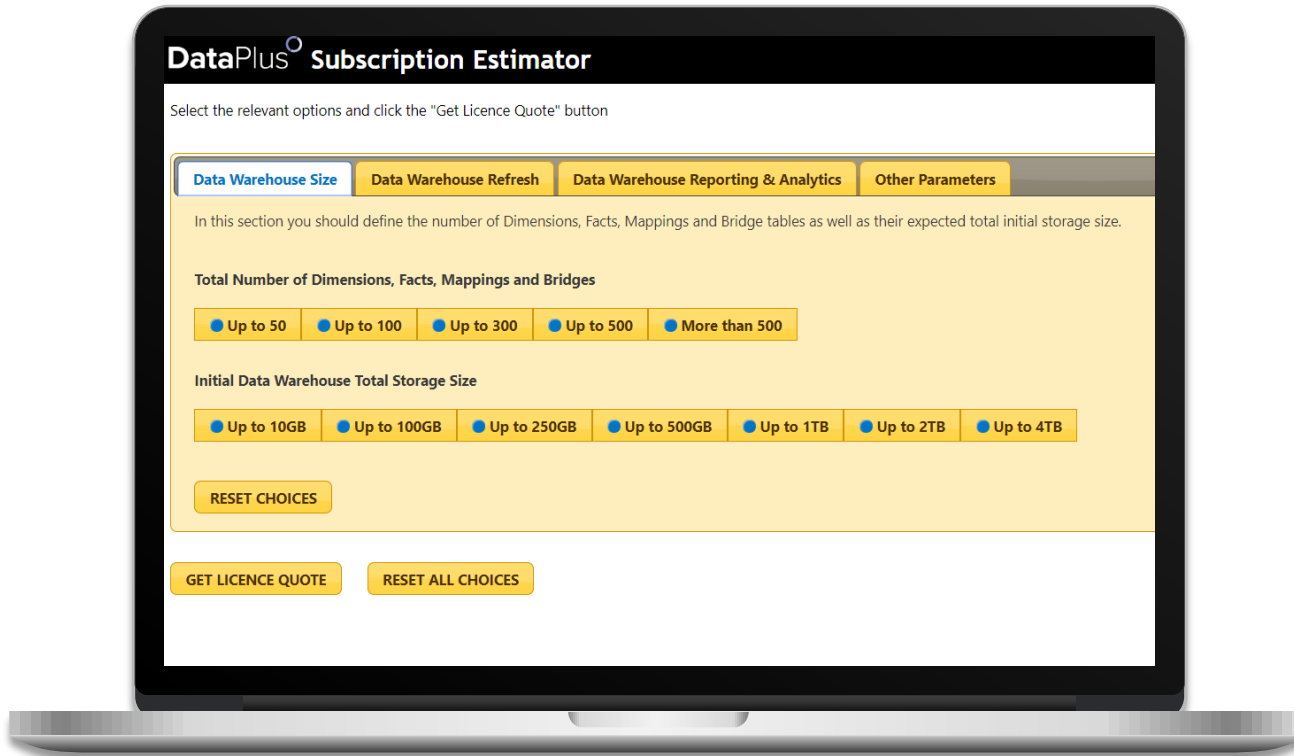
Favourable pricing options with a variety of incentives and packages for Installation, training and support.

PR

Free PR and Marketing about your investment in new technologies if they so wish.

Pricing

*Subscription Pricing Available On Request



DataPlus^o Subscription Estimator

Select the relevant options and click the "Get Licence Quote" button

Data Warehouse Size | Data Warehouse Refresh | Data Warehouse Reporting & Analytics | Other Parameters

In this section you should define the number of Dimensions, Facts, Mappings and Bridge tables as well as their expected total initial storage size.

Total Number of Dimensions, Facts, Mappings and Bridges

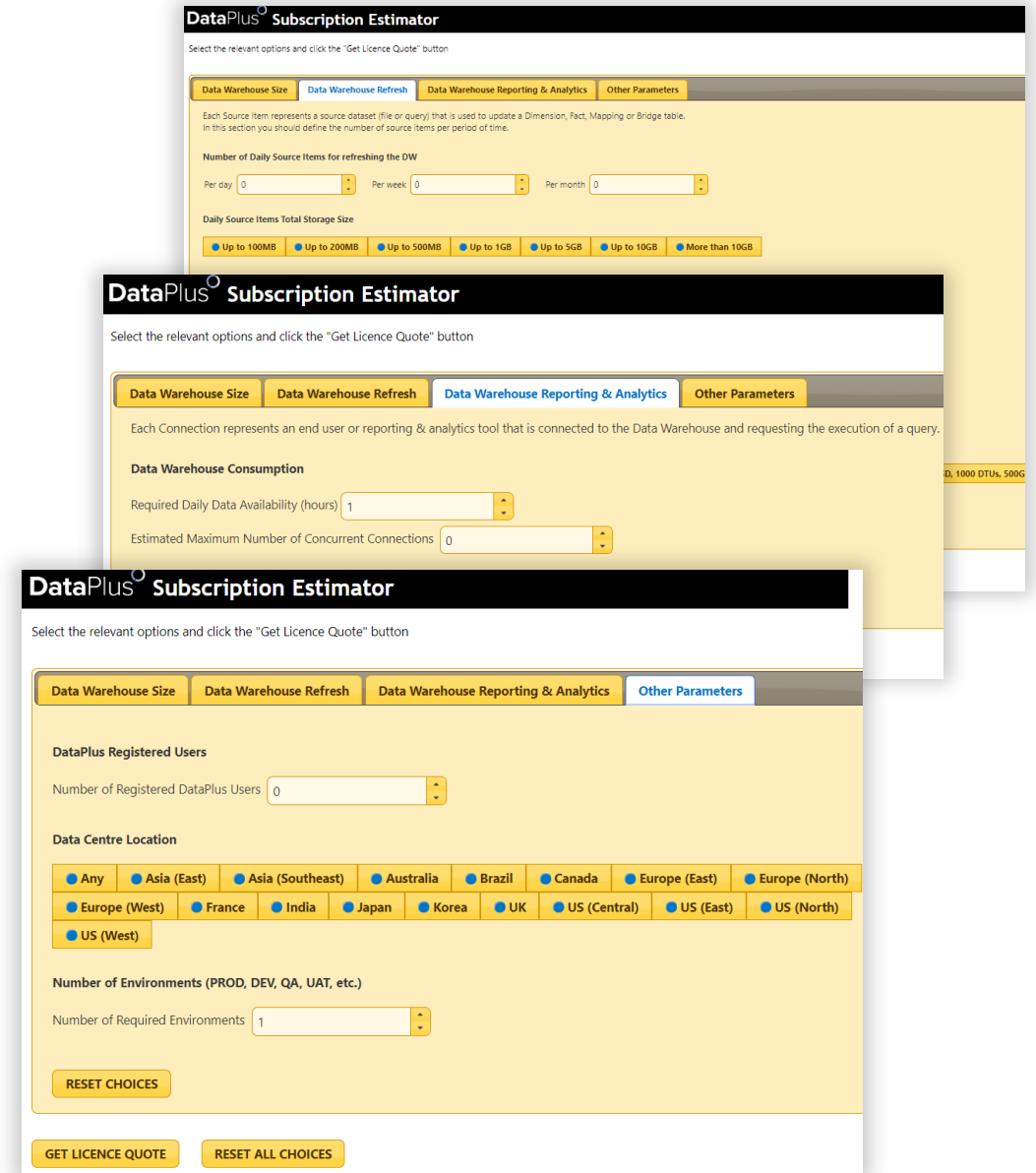
☒ Up to 50 ☐ Up to 100 ☐ Up to 300 ☐ Up to 500 ☐ More than 500

Initial Data Warehouse Total Storage Size

☐ Up to 10GB ☐ Up to 100GB ☐ Up to 250GB ☐ Up to 500GB ☐ Up to 1TB ☐ Up to 2TB ☐ Up to 4TB

RESET CHOICES

GET LICENCE QUOTE **RESET ALL CHOICES**



DataPlus^o Subscription Estimator

Select the relevant options and click the "Get Licence Quote" button

Data Warehouse Size | **Data Warehouse Refresh** | Data Warehouse Reporting & Analytics | Other Parameters

Each Source Item represents a source dataset (file or query) that is used to update a Dimension, Fact, Mapping or Bridge table. In this section you should define the number of source items per period of time.

Number of Daily Source Items for refreshing the DW

Per day: 0 Per week: 0 Per month: 0

Daily Source Items Total Storage Size

☒ Up to 100MB ☐ Up to 200MB ☐ Up to 500MB ☐ Up to 1GB ☐ Up to 5GB ☐ Up to 10GB ☐ More than 10GB

DataPlus^o Subscription Estimator

Select the relevant options and click the "Get Licence Quote" button

Data Warehouse Size | **Data Warehouse Refresh** | **Data Warehouse Reporting & Analytics** | Other Parameters

Each Connection represents an end user or reporting & analytics tool that is connected to the Data Warehouse and requesting the execution of a query.

Data Warehouse Consumption

Required Daily Data Availability (hours): 1

Estimated Maximum Number of Concurrent Connections: 0

DataPlus^o Subscription Estimator

Select the relevant options and click the "Get Licence Quote" button

Data Warehouse Size | **Data Warehouse Refresh** | **Data Warehouse Reporting & Analytics** | **Other Parameters**

DataPlus Registered Users

Number of Registered DataPlus Users: 0

Data Centre Location

☒ Any ☐ Asia (East) ☐ Asia (Southeast) ☐ Australia ☐ Brazil ☐ Canada ☐ Europe (East) ☐ Europe (North) ☐ Europe (West) ☐ France ☐ India ☐ Japan ☐ Korea ☐ UK ☐ US (Central) ☐ US (East) ☐ US (North) ☐ US (West)

Number of Environments (PROD, DEV, QA, UAT, etc.)

Number of Required Environments: 1

RESET CHOICES

GET LICENCE QUOTE **RESET ALL CHOICES**

*All subscriptions are priced per the individual customer requirements dependant on a number of specific parameters as shown on this page. These include sizing of the data warehouse, data warehouse refresh rates, number of environments and the desired Microsoft Azure region. Please refer to our sales team to discuss your needs.

DataPlus Annual Subscription Examples With Quick Start Services

(Pricing includes Azure subscription)

Entry Level



Use Case Example:

- Customer 360/Data as a Service approximately 60GB in size with a couple of users
- Customer Data Model (Royal Trinity Hospice model available at extra cost).
- DataPlus training is a 4 day consulting services package delivered by Concentra Analytical Solutions
- The customer agrees to share the ROI and savings that they achieve with Concentra
- Option to bundle Tableau/or Power BI licences as part of the package

Total: £94k PA

Intermediate Level



Use Case Example:

- Data warehouse optimisation approximately 400GB in size
- Multiple environments, UK data centres, 6 DataPlus users 24/7 availability
- DataPlus training is a 4 day consulting services package delivered by Concentra Analytical Solutions
- The customer agrees to share the ROI and savings that they achieve with Concentra
- Option to bundle Tableau/or Power BI licences as part of the package

Total: £198k PA

Advanced Level



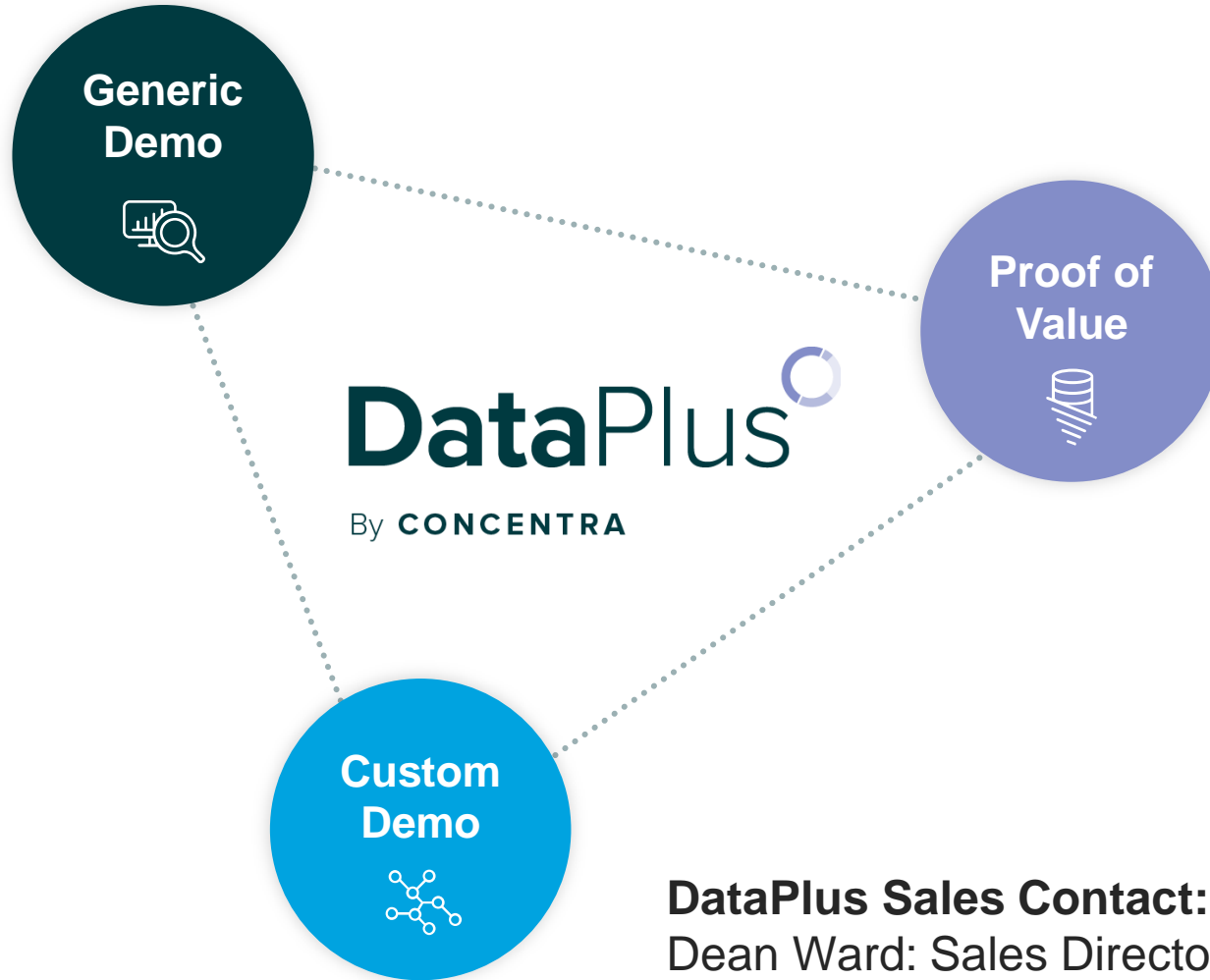
Use Case Example:

- Creation of a new large/multiple DataPlus Data Warehouse(s) packaged with Tableau or Power BI to deliver 1 of our 7 primary solutions at 1TB or above in scale
- The scope is to be defined with the customer but a minimum £336k 1 year DataPlus licence is the foundation for this package with the first 50 days consulting time capped at £1.4k per day
- The customer agrees to share the ROI and savings that they achieve with Concentra

Total: £396k PA

Next steps

The Three Options to Progress

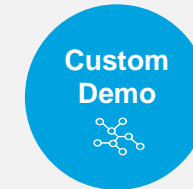


DataPlus Sales Contact:
Dean Ward: Sales Director DataPlus
Dean.Ward@concentra.co.uk



Generic Demo

Minimal preparation to show product capabilities. This is a non chargeable pre-sales led activity using Concentra's own industry data sets for a variety of use cases



Custom Demo

Sub set of data supplied by the customer. The objective is to demonstrate a particular process or scenario that relate to a specific use case. This is a non chargeable pre-sales led activity



Proof of Value

Live DataPlus tenant created, customer data uploaded and agreed success criteria to be defined with the customer sponsor. The POV is time bound to 4 weeks and potentially is part of a pilot deployment. This is a funded activity led by consulting

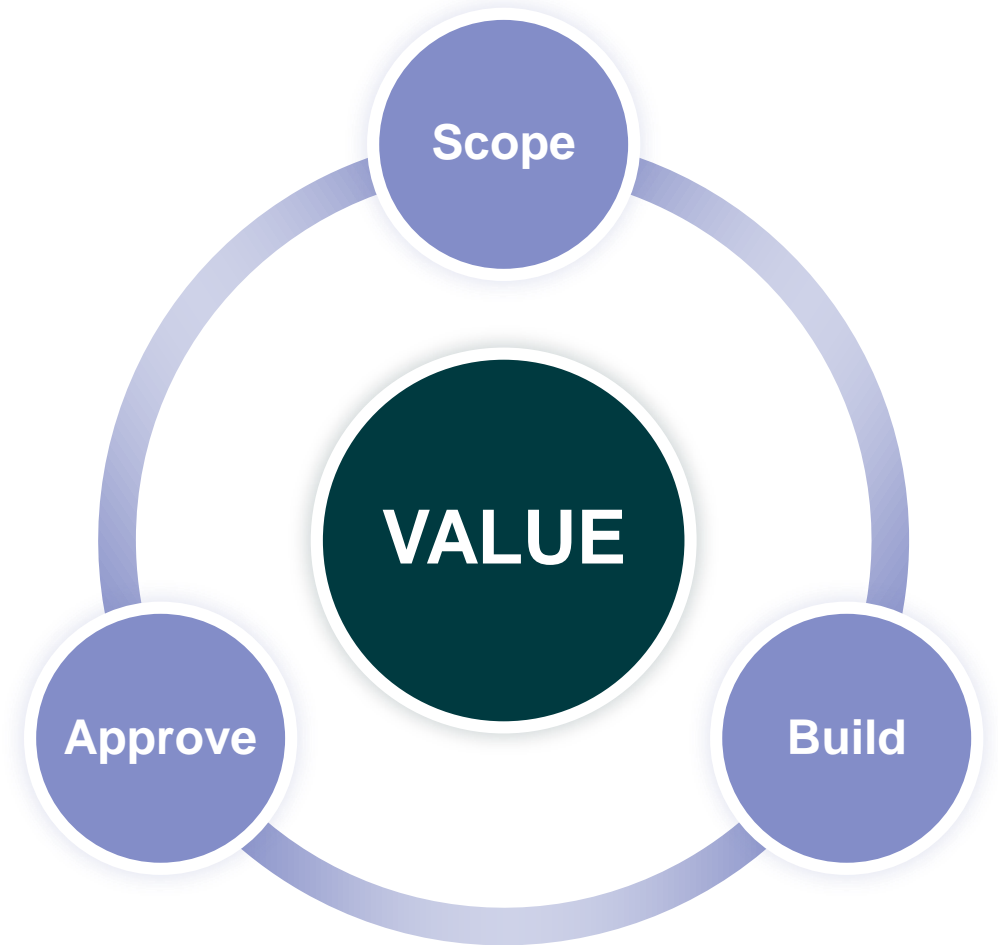
Proof of Value

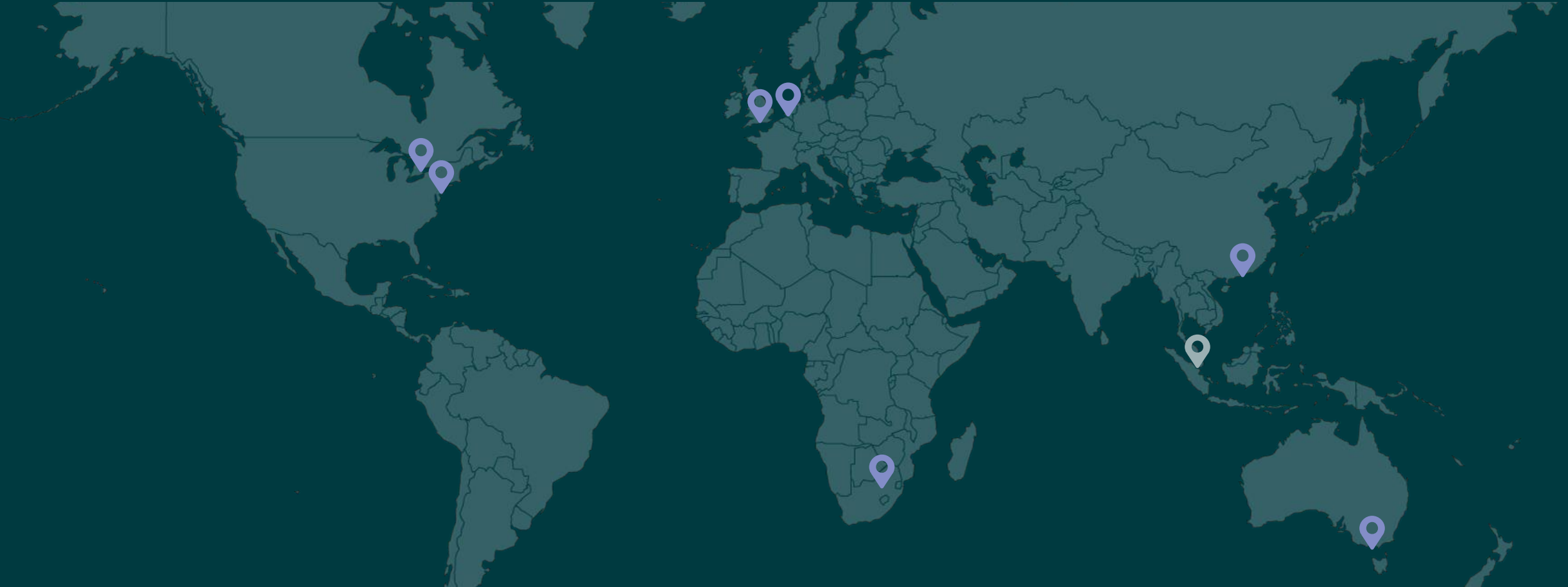
Purpose

- Demonstrate the ability of DataPlus to deliver business value
- A successful PoV will minimise or eliminate any risk to the business in adopting DataPlus and leads into a commercial discussion

Process

1. Definition of a specific business case to focus on delivering value
2. Definition of a scope that is feasible to deliver in 4 weeks
3. Agree the test cases, approach and success criteria to assess that DataPlus is able to deliver the expected business value given the defined PoV scope
4. Agree the assumptions, availability of data and resources, PoV execution start and end dates, and execution plan
5. Execution using DataPlus
6. Assess success according to the defined success criteria once it has been executed





GET IN TOUCH • **GET THE EDGE**

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