What is Data Modernization on Azure?

Data Modernization on Azure helps clients optimize and accelerate the value of data end to end, from formulating a holistic data strategy to accelerated delivery as part of their cloud and digital transformation journey, enabling Analytics, AI, and Intelligent Workloads at scale.
What are we doing with clients?

### Data Strategy & Design
- Gilead
- Constellium
- Staples
- Brighthouse Financial
- Intel
- UBS
- Cricket

### Data Platform Transformation
- Cricket
- Anglo American
- Total
- Telstra
- 3M
- Robobank
- Pandora
- CMG
- Shell
- Chevrolet

### AI @ Scale
- T-Mobile
- Essity
- Stanwell
- Post Office
- NAB
- ThyssenKrupp
- Air Liquide
- Allianz
- Ecolab
- Rolex

### Power BI @ Enterprise Scale
- Bacardi
- Suncor
- Philip Morris
- Intel
- Shell

---

**Client Outcomes**

- Enhance the Customer & Employee Experiences
- Create New Business Models while Creating Robust Data Ecosystem
- Streamline Business Outcomes
- Adapt to Changing Market Trends
- Drive New Efficiencies
- Risk Reduction & Improved Compliance

---

**Key Reasons Clients Choose Avanade**

- Azure Cloud Native Data & AI SMEs
- End-to-End Capabilities
- Extensive Client Experience & Proven Approach
- Committed to Microsoft’s Ecosystem & Proven Delivery Expertise
However, value realized is far below potential

According to the C-Suite

- Only 32% perceive data and analytics investment to generate tangible value
- Only 27% said data and analytics projects produce insights that are highly actionable
- Only 6% show superior financial performance based on mature data and analytics capabilities
But more and more, the C-suite is waking up to the rise of Data

**NEW PRODUCTS AND SERVICES**
- Rapid speed to market
- Innovation
- AI/ML and Advanced Analytics
- New revenue streams

**MARKET DIFFERENTIATION**
- Better understand customer needs and behavior and what matters the most
- Position against the competition

**NEW BUSINESS MODELS**
- Unlock capital to reinvest in innovation
- Consumption based economic model (OpEx vs. CapEx)

**OPTIMIZED EXPERIENCES & PROCESSES**
- Better understand customer needs and behavior
- Gather data points from every customer interaction
- Optimize customer journey
- Optimize employee experience

**REDUCE RISK & IMPROVED COMPLIANCE**
- Compliance to external regulations
- Reduce operational and regulatory risks

---

By 2020, 80% of organizations will initiate deliberate competency development in the field of data literacy, acknowledging their extreme deficiency.  

By 2021, 75% of large enterprises will consider the office of the CDO a mission-critical function comparable to IT, business operations, HR and finance. ¹

By 2022, 90% of corporate strategies will explicitly mention data as a critical enterprise asset. ¹

By 2022, more than half of major new business systems will incorporate continuous intelligence that uses real-time context data to improve decisions. ²

¹ Source: ² Source:
Data Modernization on Azure is a journey

Data Strategy & Design
Develops business aligned blueprint and roadmap that will enable the business to unlock the full power of data. Practical and adoptable designs and architectures for achieving data-driven business outcomes and experiences.

Data Platform Transformation
Transforming existing data ecosystems to Azure native services taking advantage of modern data and compute capabilities.
Includes Azure Synapse Analytics
Teradata to Azure
Informatica on Azure

AI @ Scale
Operationalizes and scales the data science contribution, participation and embedding of AI in Analytic Apps.
Includes Azure Databricks & Azure Synapse Analytics

Power BI @ Enterprise Scale
Design-led practices and methods to co-create compelling, actionable, and repeatable analytic experiences at scale using end user tools like Power BI. Enterprise-grade operating model with processes and standards that balance access and self-service with governance and security.
What is Driving Data Modernization on Azure?

- Escape the Constraints of Legacy Platforms
- Business Disruption
- Create differentiation through proprietary data and Applications
- Software and hardware refresh / end of support
- Create Compelling Customer & Employee Experiences
- Scaling AI & Data Science
- Agility - New business demands / New revenue streams
- Application rationalization initiative

Transformation triggers
Avanade is helping clients accelerate in these areas

Key Accelerating Areas

Data on Cloud
Agile cloud strategies and execution based on business use case and cloud maturity

Transform to the New
Migrate on-prem data estates, using cost effective technologies to enable data consumption at scale and agility

Scaling Data Science & AI
Scaling the use of data science & AI across their organization. Effectively moving successful innovations to at scale productions.

Data Self-Service
Make data readily available across the enterprise in simple and consumable forms at speed and scale

Client Outcomes

• Market differentiation
• Quickly adapt to changing market trends (i.e customer habits, seasonal change, etc.)
• Streamline their business processes
• Enhance the customer and employee experiences
• Create new business models while creating a robust data ecosystem
• Drive new efficiencies
• Risk reduction and improved compliance

Key Clients Wins

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<table>
<thead>
<tr>
<th>Company</th>
<th>Case Study</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>DNV GL</strong></td>
<td>Create an <strong>independent business model</strong> to help companies within shipping share and collaborate on data by constructing a business to business data platform to share and use datasets across companies and projects, with an open marketplace and services to gain value from data.</td>
</tr>
<tr>
<td><strong>THYSSENKRUPP</strong></td>
<td>TK wanted to build a <strong>cloud-based</strong> platform that could automatically analyze data and run simulations based on operational hypotheses. Together with Avanade, we built alfred.simOne to run simulations that lead to <strong>operational optimization and cost savings.</strong></td>
</tr>
<tr>
<td><strong>AMERICAN FINANCIAL SERVICES COMPANY</strong></td>
<td>Leverage customer data to better understand and improve the <strong>customer experience</strong> of applying for a credit card driving improved customer acquisition.</td>
</tr>
<tr>
<td><strong>GLOBAL TELCO &amp; MEDIA COMPANY</strong></td>
<td><strong>Modernize</strong> their on-premise data ecosystem to Azure native services in order to take advantage of the <strong>speed and agility of the cloud</strong> and lay the foundation for AI and Data science at scale.</td>
</tr>
</tbody>
</table>
Modernized Data & AI Platform Built for Scale & Fit for Purpose

One Platform for your Business Outcomes

- **Load & Ingest**
  - Stream Ingestion
  - Batch Ingestion

- **Store**
  - Data Storage

- **Process**
  - Stream Processing
  - Batch Processing
  - Machine Learning

- **Serve**
  - APIs
  - Distributed Data Store
  - Analytical Data Store
  - Artificial Intelligence

Automated Systems

Apps

Web

Mobile

Bots

Developers

Data Scientists

Data Analysts

Business Users

People

DevOps Security, Logging, Monitoring, etc.
Microsoft Azure is an Integrated End to End Cloud Native Data & AI Platform

One Platform for your Business Outcomes

Load & Ingest
- Stream Ingestion
  - Apache Kafka
- Batch Ingestion
  - PowerShell Script
  - Azure Data Factory

Store
- Data Storage
  - Azure Blob Storage
  - Azure Event Hubs
  - Azure Event Hub

Process
- Stream Processing
  - Azure Stream Analytics
  - Azure Databricks
- Batch Processing
  - Azure Databricks
  - Azure HD Insight
- Machine Learning
  - Azure Machine Learning

Serve
- APIs
  - API Web Apps
- Distributed Data Store
  - Cosmos DB
- Analytical Data Store
  - Azure Synapse Analytics
  - Azure Analysis Service
- Artificial Intelligence
  - Azure Cognitive Services
  - Bot Services

DevOps Security, Logging, Monitoring, etc.
- Azure DevOps
- Azure Key Vault
- OMS
- Log Analytics
- Azure Monitoring
- Azure Active Directory
- Virtual Network

Automated Systems
- Web
- Mobile
- Apps
- Bots

People
- Developers
- Data Scientists
- Data Analysts
- Business Users

Apps
- Systems
- Sensors and devices
Avanade Helps Clients Achieve Their Desired Business Outcomes

*Using the Azure Data & AI Platform*

**Data Strategy & Design**

**Data Platform Transformation**

**AI @ Scale**

**Power BI @ Enterprise Scale**

**Avanade Services**

- Data & AI Advisory
- Solution Architecture
  - Business
  - Service
  - Technology
- DevOps Facilitation
- Analytics Experience
- AI Development
- Data Science
- Project Mobilization
- Managed Services
- Data Management & Engineering
- App Development
- Infra & Security

**Avanade Sub-Offerings**

- Azure Data & AI Platform
- Data Science
- Infra & Security
- AI Development
- App Development
- Analytics Experience
- Data Management & Engineering
- Managed Services
- DevOps Facilitation
- Solution Architecture
  - Technology
  - Service
  - Business
- Data & AI Advisory

**Azure Data & AI Platform**

- Load & Ingest
  - Stream Ingestion
    - Azure IoT Hub
    - Apache Kafka
  - Batch Ingestion
    - PowerShell Script
    - Azure Data Factory
- Store
  - Data Storage
    - Azure Data Lake Store
    - Azure Databricks
- Process
  - Stream Processing
    - Azure Stream Analytics
  - Batch Processing
    - Hadoop on Azure
    - Spark on Azure
- Serve
  - APIs
    - API Web Apps
  - Distributed Data Store
    - Cosmos DB
  - Analytical Data Store
  - Azure Machine Learning Service
  - Azure Cognitive Services
  - Azure Synapse Analytics
  - Artificial Intelligence

**Data Sources**

- Apps
- APIs
- Infra & Security
- Azure Data Factory
- Azure Databricks
- Hadoop on Azure
- Spark on Azure
- Cosmos DB
- Azure Machine Learning Service
- Azure Cognitive Services
- Azure Synapse Analytics
- Artificial Intelligence

**Apps and Devices**

- Bots
- Mobile
- Web
- People
- Developers
- Data Scientists
- Data Analysts
- Business Users
Why Avanade?

Unrivaled Microsoft Platform Expertise.

We’re Microsoft’s leading partner. We’re members of its Partner Advisory Council and we help shape the development of its products, updates and enhancements.

We’re the world’s largest community of experts on Microsoft-based solutions and a global leader in Azure deployments.

Expertise

• 75,000+ Microsoft experts
• 6000 Azure certifications – more Azure-certified professionals than any other Microsoft partner
• 80 locations across 24 countries.

Accolades

• Microsoft SI Azure Alliance Partner of the Year 2018
• Microsoft Alliance SI Partner of the Year 11 years running
• Microsoft certified Managed Service Provider for Azure.

14 Microsoft Alliance Partner of the Year awards

23 Microsoft Gold Competencies

90+ Microsoft Partner Awards

100+ Trained solution architects focused solely on Azure cloud native

24,000 Microsoft Certifications

4000+ Global Data Engineering and AI Consultants

1000+ Azure cloud native data & analytics solutions

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Global Capabilities

**AZURE DATA & AI COE**

**AZURE DATA & AI LABS**

**AZURE SHARED SERVICE AO: ATP**

**PRE-BUILT DELIVERY PODS**

**GLOBAL DELIVERY CENTERS: ATCI, ATCM, ATCP**

**COMMUNITY OF PRACTICES**

*AI, DATA ENGINEERING, FULL STACK DEVELOPMENT, POWER BI/PLATFORM, SOLUTION & TECHNICAL ARCHITECTURE*

- **Locations:** 80
- **Countries:** 24
- **Microsoft Gold Competencies:** 23
- **Microsoft Partner Awards:** 90+
- **Microsoft Alliance Partner of the Year awards:** 14
- **Microsoft Certifications:** 24,000
Key Templates, Frameworks and Repositories

*Based on Global Client Experience*

**Selling**

**Templates:**
- Future Ready Now Campaign
- Microsoft Direct Campaign

**Frameworks:**
- Engagement frameworks for Workshops, Assessments, and Enablements

**Repositories:**
- Client Stories
- Seller Conversation Guides
- 2 Page Client Leave Behind content
- Key Technology POVs (Teradata, Informatica)
- Machine learning model examples from Global ML Model Repository
- Global Solution Architecture Repository

**Solutioning**

**Templates:**
- Avanade Solution Architecture templates

**Frameworks:**
- Unified Analytics Model and other data model templates

**Repositories:**
- Avanade Technical Whitepapers, POVs, and use case comparisons for Azure Cloud native services
- Azure consumption guidelines and calculators for Azure Cloud native services
- Machine learning model examples from Global ML Model Repository
- Global Solution Architecture Repository

**Delivery**

**Templates:**
- ML Pipeline Templates integrating Azure Databricks with Azure ML service
- Visual Studio Templates and Scripts
- CI/CD process templates and Azure DevOps CI/CD Pipeline Templates
- Power BI Practice & Governance
- Azure Service Integration & Security
- Azure Services Naming Standards & Best Practices

**Frameworks:**
- Unified Analytics Model and other data model templates
- Metadata-based Ingestion Framework using ADF and Azure Databricks (WIP)
- PySpark Transformation Framework
- Logging and Monitoring Framework

**Repositories:**
- Machine learning model examples from Global ML Model Repository
- Power BI Repository
- Virtual Agent Library
What now?

Data Strategy & Design
→ Where are they on their data modernization journey?
→ How does data align to the top line business strategy?
→ How can Azure Data & AI help deliver the business outcomes?

Key Business Opportunities
→ Market differentiation
→ New Products and Services
→ Rapid Speed to Market
→ Optimized experiences & processes
→ New business models
→ Risk reduction and improved compliance

Connect With Us
→ Let’s set up a Teams meeting to walk through your client scenario
→ In the future, we can meet in one of our Azure Data Studio locations or virtually
Data Modernization on Azure Key Contacts

Avanade

Simon Thomas
Global Data & AI Lead

Luke Pritchard
Global Data Lead

Dave Baxter
Global Data COE SME

Internal Links

- Avanade Data Platform Modernization Resource Site
- Avanade Global Data & AI COE
We help organizations transform their existing data ecosystem to:

- take advantage of data and the modern cloud
- differentiate from competition and drive new business models
- drive increased efficiencies and build new value
- establish the foundation for AI and data science @ scale

VALUE PROP

We help organizations transform their existing data ecosystems to:

- take advantage of data and the modern cloud
- differentiate from competition and drive new business models
- drive increased efficiencies and build new value
- establish the foundation for AI and data science @ scale

MARKET CONTEXT

- AI By 2022, 90% of corporate strategies will explicitly mention data as a critical enterprise asset.1
- By 2023, 75% of all databases will be on a cloud platform, reducing the DBMS vendor landscape and increasing complexity for data governance and integration.1

SALES ASSETS/
WHAT WE’RE SELLING

- Azure Data Studio
- Data Strategy & Design
- Data Platform Transformation
- AI @ Scale
- Power BI @ Scale
- Azure Data Services Enablement (Azure Synapse Analytics & Azure Databricks)
- Informatica on Azure
- Teradata to Azure

SPONSORS/LEADERS

- Accenture Data & AI NA Lead: Tom Johnstone
- Accenture Innovation & Ecosystem Lead: Vimal Endiran
- Accenture Data Lead: Akshay Goel
- Accenture Azure Data & AI GTM Practice Lead: Lisa Schnitzius
- Avanade Global Data & AI Lead: Simon Thomas
- Avanade Global Data Lead: Luke Pritchard

CAPABILITIES

- Azure Data & AI COE
- Azure Data & AI Labs
- Azure Shared Service AO: ATCP
- Pre-built Delivery Pods
- Global Delivery Centers: ATCI, ATCM, ATCP
- Community of Practices: AI, Data Engineering, Full Stack Development, Power BI/Power Platform, Solution & Technical Architecture

WORKSHOPS/HOW TO GET STARTED

- Azure Data Studio
- Data Value Workshop
- Insights Discovery Workshop
- Power BI Dashboard in a Day

DATA MODERNIZATION ON AZURE

DESCRIPTION

Data Modernization on Azure helps clients optimize and accelerate the value of data end to end, from formulating a holistic data strategy to accelerated delivery as part of their cloud and digital transformation journey, enabling Analytics, AI, and Intelligent Workloads at scale.

TARGET CLIENTS

- Target Audience: IT, Business aligned IT, CDO/CTO
- Target Countries: North America, Europe, Growth Markets

SOLUTIONING & DELIVERY ASSETS

- Repositories: Power BI, Virtual Agent Library, Prebuilt PySpark Function, Machine Learning Model
## North America Resources

### North America POC

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dave Baxter</td>
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</tr>
<tr>
<td>Jarris Suggs</td>
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</tr>
<tr>
<td>Coulter L'Heureux</td>
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</tr>
<tr>
<td>Thomas Cotter</td>
<td><a href="mailto:Thomas.m.cotter@avanade.com">Thomas.m.cotter@avanade.com</a></td>
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<tr>
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<tr>
<td>Donald Scott II</td>
<td><a href="mailto:donald.scott.ii@avanade.com">donald.scott.ii@avanade.com</a></td>
</tr>
</tbody>
</table>

### North America (Technical Architects)

<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Milind Deshpande</td>
<td><a href="mailto:Milind.deshpande@avanade.com">Milind.deshpande@avanade.com</a></td>
</tr>
<tr>
<td>Rodrigo Coronado</td>
<td><a href="mailto:rodrigo.coronado@avanade.com">rodrigo.coronado@avanade.com</a></td>
</tr>
<tr>
<td>Manish Gonsalves</td>
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<tr>
<td>Jerry Varghese</td>
<td><a href="mailto:j.k.varghese@avanade.com">j.k.varghese@avanade.com</a></td>
</tr>
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### Regional POC

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<th>Region</th>
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<tbody>
<tr>
<td>North America</td>
<td>Milind Parikh</td>
<td><a href="mailto:milind.parikh@avanade.com">milind.parikh@avanade.com</a></td>
</tr>
<tr>
<td></td>
<td>Gary Filan, Val Matisoon</td>
<td><a href="mailto:gary.filan@avanade.com">gary.filan@avanade.com</a>, <a href="mailto:valdis.matisons@avanade.com">valdis.matisons@avanade.com</a></td>
</tr>
<tr>
<td>Northeast</td>
<td>Six Khatiwada, Venu Kulkarni</td>
<td><a href="mailto:shikshya.khatiwada@avanade.com">shikshya.khatiwada@avanade.com</a>, <a href="mailto:venugopal.a.kulkarni@avanade.com">venugopal.a.kulkarni@avanade.com</a></td>
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<tr>
<td>Southeast</td>
<td>Timur Mehmedbasic</td>
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<td></td>
<td>Oliver Richardson, Stephen Shake</td>
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<tr>
<td>Midwest</td>
<td>Joel Lindsay</td>
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<tr>
<td>Southwest</td>
<td>Ashish Tikku, Frank Dodrill</td>
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## European Resources

### European POC
<table>
<thead>
<tr>
<th>Name</th>
<th>Email</th>
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<tbody>
<tr>
<td>Dael Williamson</td>
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<tr>
<td>Mateusz Skawinski</td>
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</tr>
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<td>Karan Kapoor</td>
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<tr>
<td>Michael Plaumann</td>
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### European (Technical Architects)
<table>
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<tr>
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<tbody>
<tr>
<td>Tony Sloggett</td>
<td><a href="mailto:tony.sloggett@avanade.com">tony.sloggett@avanade.com</a></td>
</tr>
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<tr>
<td>Europe</td>
<td>Alan Grogan</td>
<td><a href="mailto:alan.a.grogan@avanade.com">alan.a.grogan@avanade.com</a></td>
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<tr>
<td>ASG</td>
<td>Michael Plaumann</td>
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</tr>
<tr>
<td>Gallia</td>
<td>Ryan Price</td>
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</tr>
<tr>
<td>Italy</td>
<td>Roberto Mezzotero</td>
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<tr>
<td>Nordics</td>
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</tr>
<tr>
<td>Iberia</td>
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<tr>
<td>UKI</td>
<td>Giles Walker</td>
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## Growth Markets Resources

### Growth Markets POC

<table>
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<tbody>
<tr>
<td>Robin Patel</td>
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### Growth Markets (Technical Architects)

<table>
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<tbody>
<tr>
<td>Manprit Singh</td>
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<td>Sri Nb</td>
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<tr>
<td>Growth Markets</td>
<td>Tarun Sharma</td>
<td><a href="mailto:tarun.s.sharma@avanade.com">tarun.s.sharma@avanade.com</a></td>
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<tr>
<td>ASEAN</td>
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<tr>
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<tr>
<td>Japan</td>
<td>Toshinori Saito</td>
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