



# EY Intelligent Data Platform

A scalable, cost-effective, self-service analytics solution to support greater customer insights

**Your digital world. Realized.**

## The big data challenge

Many industries are rapidly innovating to keep pace with digitalization and to meet changing customer needs for a personalized experience. Organizations are looking for new digital initiatives to enhance the customer experience, support better analytics, and improve data governance.

Despite the opportunities, companies consistently struggle with big data solutions and find many platforms:

- ▶ Lack agility and have limited automation and analytics tools
- ▶ Restrict capacity and ability to scale or support major project delivery
- ▶ Offer little transparency into cost and have long lead times to deliver new features

## Easy deployment, self-service

The EY Intelligent Data Platform helps companies adapt to changing customer needs by quickly creating open, intelligent data platform solutions in a cost-effective manner. The solution supports companies to:

- ▶ Ingest, standardize and process data with self-service capabilities in one open intelligent platform
- ▶ Manage data with profiling, quality checks and lineage controls
- ▶ Perform analysis and develop models with automated self-service tools
- ▶ Model and visualize data
- ▶ Produce granular and historical data for regulatory reporting
- ▶ Become more agile by making better and faster decisions

## A new scalable data and analytics architecture

The EY Intelligent Data Platform is a scalable, intelligent data platform that can optimize data in real-time, generate rapid insights, enhance decisioning and deliver greater business value. The solution offers a robust data and analytics architecture to support organizations in areas such as data analysis, AI, risk management, regulatory reporting, customer engagement, data assurance and governance.

Powered by innovative Microsoft technologies, the EY Intelligent Data Platform uses leading reference architecture and a centralized single code base with pre-coded templates. This block design supports modular delivery and enables features to be deployed in hours or days instead of weeks.

The platform helps companies easily scale with specialized data stores and cloud-based processing that fit the individual use cases. It also features a high level of security with encryption, identity management, and data-zone segregation that follows Microsoft Core Infrastructure Suite (CIS) standards. This includes Microsoft and CIS Benchmarks for Microsoft Azure. Cloud features and automated processes support resilience and disaster recovery while on-demand and automatic testing facilitates continuous integration.

EY Intelligent Data Platform meets the needs of any organization, offering agile ways of working with DevOps automation, continuous delivery, and an existing reference architecture.

## Key functionality for intelligent data

The EY Intelligent Data Platform offers easy, self-service capabilities and enables organizations to leverage the power of intelligent data.

- ▶ Features a flexible, self-service analytics layer with choice of environments and tools to support reporting, analytics and AI
- ▶ Delivers real-time analytics, notifications and event processing
- ▶ Automates access controls in a scalable, cost-effective data layer
- ▶ Visualizes data and models in reports and dashboards
- ▶ Offers a customizable portal for data operations and governance
- ▶ Deploys analytics models quickly and easily through APIs
- ▶ Catalogues and classifies data to support regulatory demands

The EY Intelligent Data Platform leverages a range of Microsoft Azure cloud technologies including Microsoft Azure Data Lake Service, Azure SQL DB, Data Factory, Event Hubs, Azure Databricks, Azure DevOps, Azure ML and Power BI.

## Supporting data integration and analytics in the financial services industry

A leading Australian bank needed a new enterprise data and analytics platform to support data-driven programs to improve and personalize the customer experience. The bank selected Microsoft Azure for its data-driven experience platform and leveraged the EY and Microsoft relationship to adopt intelligent data capabilities. The solution used the bank's existing technologies and created a new design with a comprehensive platform build, DevOps automation, and migration to the new platform. It is now being used as a foundation for real-time data analysis, AI and to support the bank's new mobile app, which can personalize financial insight and recommend services based on 750 individual data points.

After a recent merger and acquisition, an insurer also leveraged the EY Intelligent Data Platform to migrate large amounts of data into different systems. The customer was able to use the solution to design, build and deploy an enterprise-wide intelligent analytics platform that seamlessly integrated 14 source systems to support the future data strategy.

### Client challenges

- ▶ Ingest and integrate large amounts of data
- ▶ Support digital demands and initiatives
- ▶ Deliver real-time customer experience insights
- ▶ Provide a relevant experience in a cost-effective manner
- ▶ Enhance analytics capabilities

### Client benefits

- ▶ Enhance scalability and availability at a reduced cost
- ▶ Reduce provisioning times from weeks to hours
- ▶ Attain self-service data and analytics
- ▶ Increase regulatory compliance
- ▶ Improve platform engineering capabilities

## EY and Microsoft

The digital technologies that are impacting your business today – social, mobile, analytics and cloud – are rapidly expanding to create new employee and customer experiences, fundamentally changing how your organization works, interacts and competes. The EY and Microsoft alliance combines EY deep insights and experience in disruptive industry trends, new business models and evolving processes with Microsoft scalable, enterprise cloud platform and digital technologies. EY and Microsoft can help accelerate digital transformation with advanced solutions that support enterprise strategy, transform customer and workforce experiences, create new, data-driven business models, build intelligent, automated operations and bring confidence that these innovative solutions are secure, compliant and trusted. Together, we can help accelerate digital strategy and amplify your business performance to thrive in a digital world.

For more information, explore [ey.com/microsoft](https://ey.com/microsoft)

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### About EY

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