



The Modern Smart Data Platform

Improve Relevancy, Adoption and User Satisfaction of your Data Solutions with less development time, infrastructure and maintenance costs



The Smart Data Platform leverages the full potential of data to your organization. Based on industry leading technology, you can implement a governed, easy to setup and automated distribution of (Big) Data Solutions in your company.

Our scalable and High Available modern Smart Data Platform comes with Automated Data Extraction and Data Modelling Frameworks, the embedding of the Azure Data Lake, Azure Data Warehouse, Azure Machine Learning Models and Microsoft Power BI.

This enables you to deliver Data Solutions in weeks, not in months or years. Proven results are an increase of user adoption / satisfaction with 25% minimal, a decrease in development time of new Data Solutions with 10% minimal and decreased infrastructure costs (both CAPEX and OPEX), 5% minimal.



Why customers use the Modern Smart Data Platform

- Realtime, Machine Learning Powered Reliable Predictions & Actionable Insights
- Modern Big Data Platform based on pay-per-use
- Cost reduction for implementing and maintaining (Big) Data Solutions

Actionable insights

- Turn data into predictions with Machine Learning
- Deliver insights on any device, just in time
- Data is realtime crunched and turned into information

Predict next-best-action in realtime

Easy scalable Big Data Platform

- The Power of Hadoop, in industry leading technology in the Cloud. Up to 50% less costs when compared to standard Hadoop Clusters.
- Pay per use, not per instance. Up to 60% less costs when compared to on-premises infrastructure.
- Plug and play upscaling of services

Deliver Big Data Fast and Easy, on terms of the Data Scientists with pay-per-use

Automated generation of Data & BI Solutions

- Fully automated ETL / ELT, cuts development time up to half when compared with manual development
- Meta driven Data Models: cuts development time up to half when compared to manual development.
- Based on industry standards with BIML, no vendor-lock-in specific software

Reduce costs of Data & BI solutions

"In the here and now the desired functions of the old BI platform have been converted to a new platform with more possibilities for self-service. By guaranteeing the quality of the data, a complete control and processing stroke can be omitted from end users. Combining historical and current data enriched with (external) sources enables predictive maintenance and a self-thinking water distribution for PWN in the future." – Ger Blom, Director Information Management, PWN



Azure & The Macaw Data Platform empowers your business to create better actionable insights fast



Proof & Statistics

- Reduced Shadow-IT up to 60%*
- Decrease of development of Data Solutions up to 25%*
- Increased usage of the Data Platform up to 50%*
- Improved User Satisfaction up to 50%*

*when compared to zero-offset point



Proof & Statistics of Joint Solution

- Based on Industry Leading Technology (by Gartner)
- Proven decrease of OPEX for Microsoft Data Platforms
- Proven adoption by short learning curve by business & IT

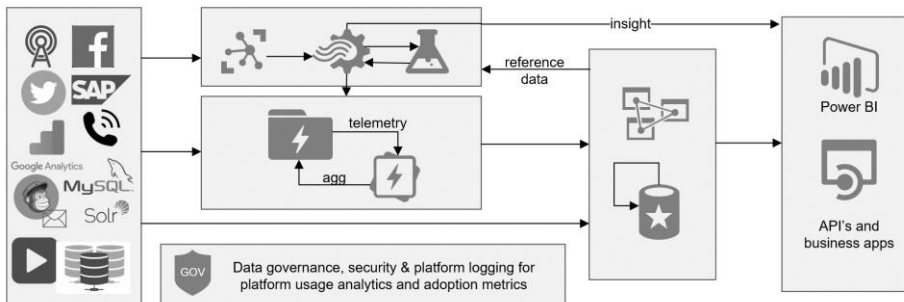
The Modern Smart Data Platform

Our promise to you

The Modern Smart Data Platform will modernize Your Data Estate to meet today's and tomorrow's requirements of your business with less costs and resources.

An offer to get you started

- Free analysis of your current Data Estate and opportunity / weakness identification
- Calculation of Expected Cost Reduction of Infrastructure, Data Solution Development and Maintenance
- The Modern Smart Data Platform in 10 days Fast track
- Implementation Roadmap for the Modern Smart Data Platform



Tangible Benefits / Desired Outcomes

- Improved usage of your current Data Estate / Data Platform
- Improved adoption and success of your reporting & advanced analytic asset
- Reduced time to implement (Big) Data Solutions in your organisation

Why Macaw

We love challenges. Since the early nineties over 500 Macaw employees have been creating high-end technical solutions for our customers from our offices in Germany, The Netherlands and Lithuania. We think out of the box and combine multiple perspectives, such as strategy, data, marketing and sales. And we don't just implement this technology. We make sure it is adopted by your organization, because we are convinced that only then does it contribute to your success.