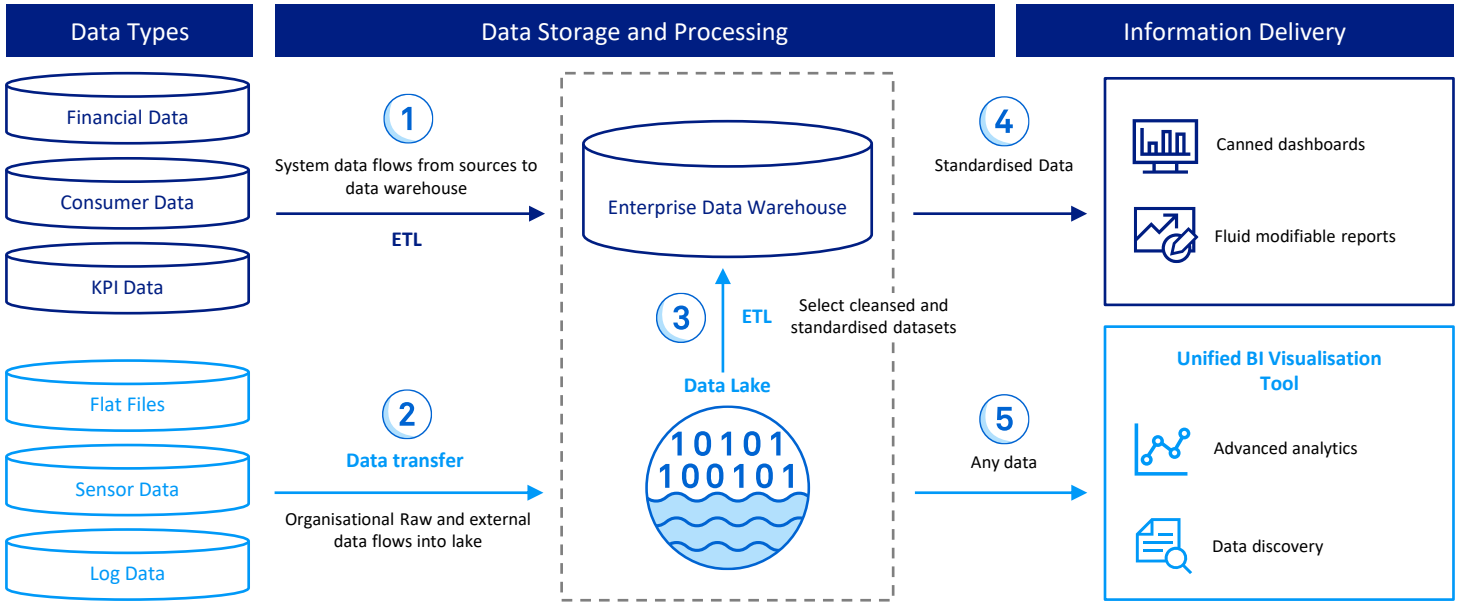
Secure Data Modernization and Business Insights through Data Analytics

Data Transformation & Analytics on Azure

Business Outcome	Analyse your Data for Business Insights	Simplifying Data Operations	Clear Data Integration & Analytics Roadmap
Enablers	A Funded Data Assessment and Proof of Value exercise	Recommendation on Data Transformation & Management using latest Data Tools	An actionable roadmap to deliver analytics in modern data architectures

Data Management & Analytics Lifecycle



1. **Structured Data** – Extract data from various Enterprise Data Systems, blend and load into chosen Enterprise Datawarehouse platform
2. **Unstructured Data** – Ingest, store and analyse Log and Streaming Data into chosen Data Lake platform in their native format via appropriate ingestion mechanism
3. Cleanse, Standardise and Load datasets to enable data modelling and analytics
4. Load Standardised Data to build reports and dashboards using the chosen Reporting Solution
5. Use data from Data Lake to explore and create relationships between huge datasets for individual analysis, on demand

Benefits of Data Management & Analytics Strategy

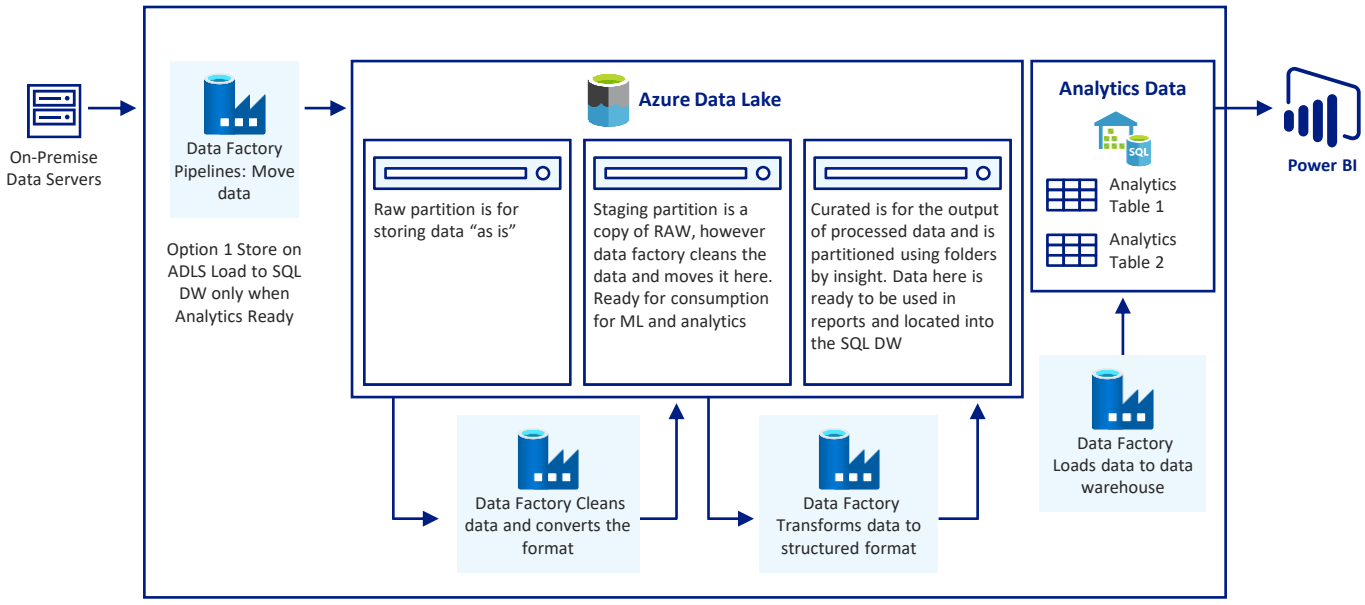
- 38% Organisations could return to growth with "Decision Driven Insights", according to IDC research
- 54% organisations have seen reduction in operational cost by adapting data technologies and strategies
- More futuristic insights in the form of "Forecasts and Predictions" for better business preparedness
- Data-as-a-Service - reduced errors, maintenance & support time, freeing up resources for development
- Increases the Power and Speed of Data Analytics
- Automate and Operationalise repetitive data models

Use Cases – Why?

- Sales/Marketing Campaign Optimisation by customer segmentation, Time Series Analysis & Forecasting
- Big Data Cost Control, with Intelligent Data Pipeline Orchestration
- Self-service Data Discovery and RCA, through high quality, accurate and relevant data
- Visualise data on a user intuitive report to identify trends and patterns
- Automation, of predictable and repeatable processes to save time and streamline project progress
- Internal Processes Improvement, by consolidating various data systems to a single access point and offered "as-a-Service"

Case Study – How and Outcome?

- **Customer –** Global Manufacturing company
- **Case Study –** Ingest and transform On-premise Sales and Raw Material data and build analytics and visualisation



Challenges

- 18 BU, 7 countries
- Manual process for
  - Buying and collating material base price across BUs
  - report creation for manufacturing line, sales and management
- Long time to create reports (1-2 weeks)
- Delayed quote generation by sales team
- Legacy on-prem DB
- No visual representation of sales data and raw material inventory

Solution

- Discovery workshop for;
  - Business metric to track
  - Reports to automate
- Implement "Agile" approach establishing integrated teams of product and domain experts
- Build modern data platform on Cloud for;
  - Content Management
  - Data modelling
  - Data ingestion from on-prem DB to DW
  - Data Analysis
  - Visualisation dashboard, with user and admin data authorisation

Benefits

- Time saved in reporting (1 week/month)
- Timely dashboard for business actions
  - Sales campaigns
  - Bulk discount on unsold inventory
- Single source of truth for sales data

Data Solutions – To Leverage

- Data architecture assessment
- Data pipeline monitoring
- Data modeling for various data formats
- Data migration and replication
- Data Analytics and Reporting
- CI/CD Pipelines for ETL and Analytics
- Data Cleansing and Profiling
- Agile Data Management with improved security

Proof of Value – Funded

- Jumpstart your **Data Transformation, Analytics and Business Insights** journey with a **Funded Proof of Value.**
- Choose one option – ETL + Datawarehouse + Analytics, Data Replication/Migration + Analytics, Data Analytics & Visualisation

Option 1 – ETL + DW + Analytics

- Advisory
- Pipeline and DW Build
- Descriptive Analytics

Scope?

- Build ETL pipelines, for a subset of data
- Build an Enterprise Datawarehouse
- Perform descriptive analytics

Deliverables

- Aggregate , Integrate and store data from various sources
- Unified view of business data

Duration

- ~ 2-3 Weeks

Resourcing

- Project Manager
- Data Engineer
- BI Engineer

Pricing

- Fixed Scope & Fixed Price
- Funded PoV

Option 2 – Data Migration + Option 1

- Migrate Data
- Pipeline and DW Build
- Descriptive Analytics

Scope?

- Migrate a subset of big data system (Hadoop, Log Files) from on-prem to a Cloud DW Platform
- Build ETL pipelines, for a subset of data
- Build an Enterprise Datawarehouse
- Perform descriptive analytics

Deliverables

- Cloud infrastructures for migration and transfer data securely to Cloud DW
- Aggregate, Integrate and store data from various sources
- Unified view of business data

Duration

- ~ 2-3 Weeks

Resourcing

- Project Manager
- Data Engineer
- BI Engineer

Pricing

- Fixed Scope & Fixed Price
- Funded PoV

Option 3 – Analytics & Visualisation

- Predictive Analytics
- Improving/Optimizing CX
- Key trends & Insights
- Big Data Analytics

Scope?

- Utilise a subset of existing data
- Build configurable reports / dashboard for visualisation

Deliverables

- Reports / dashboard for business insights
- Export sample reports

Duration

- ~ 1-2 Weeks

Resourcing

- Project Manager
- BI Engineer

Pricing

- Fixed Scope & Fixed Price
- Funded PoV

Ready to transform your data and get some great business insights

Contact Telstra @: TelstraEnterpriseSales@team.telstra.com

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