

Data Modernization on Azure

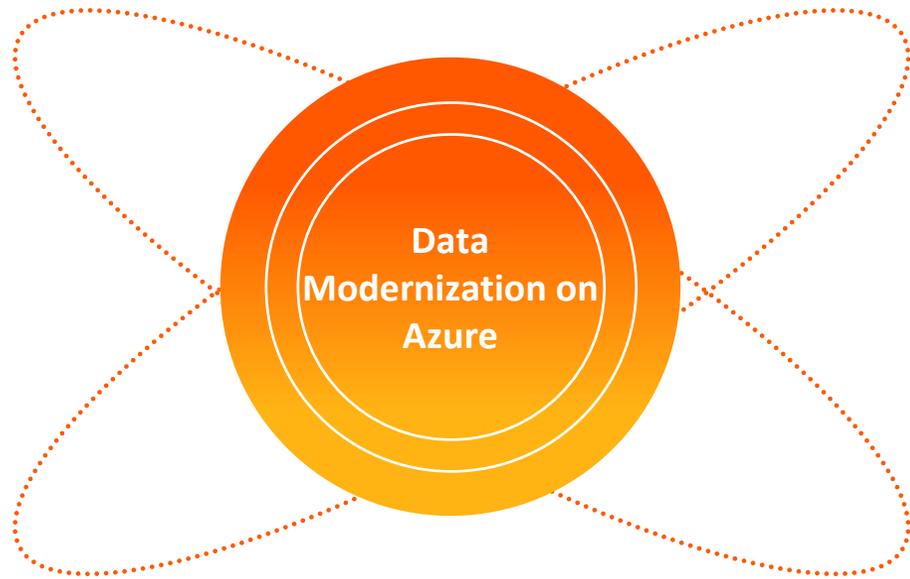
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What is Data Modernization on **Azure**?

Data Modernization on Azure



helps clients optimize and accelerate the value of data end to end,

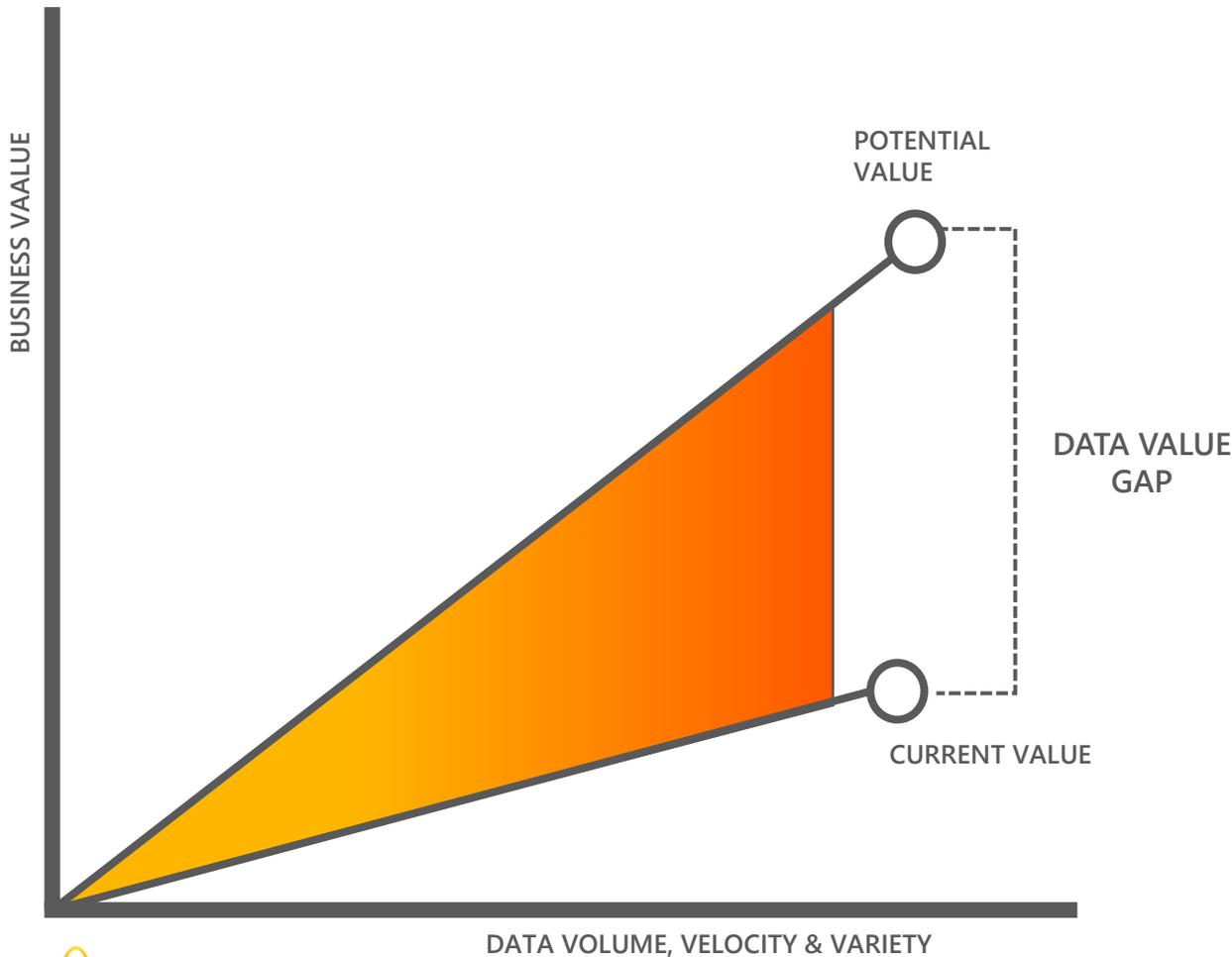
from formulating a holistic data strategy to accelerated delivery as part of their cloud and digital transformation journey,

enabling Analytics, AI, and Intelligent Workloads at scale

What are we doing with clients?



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.

¹

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

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



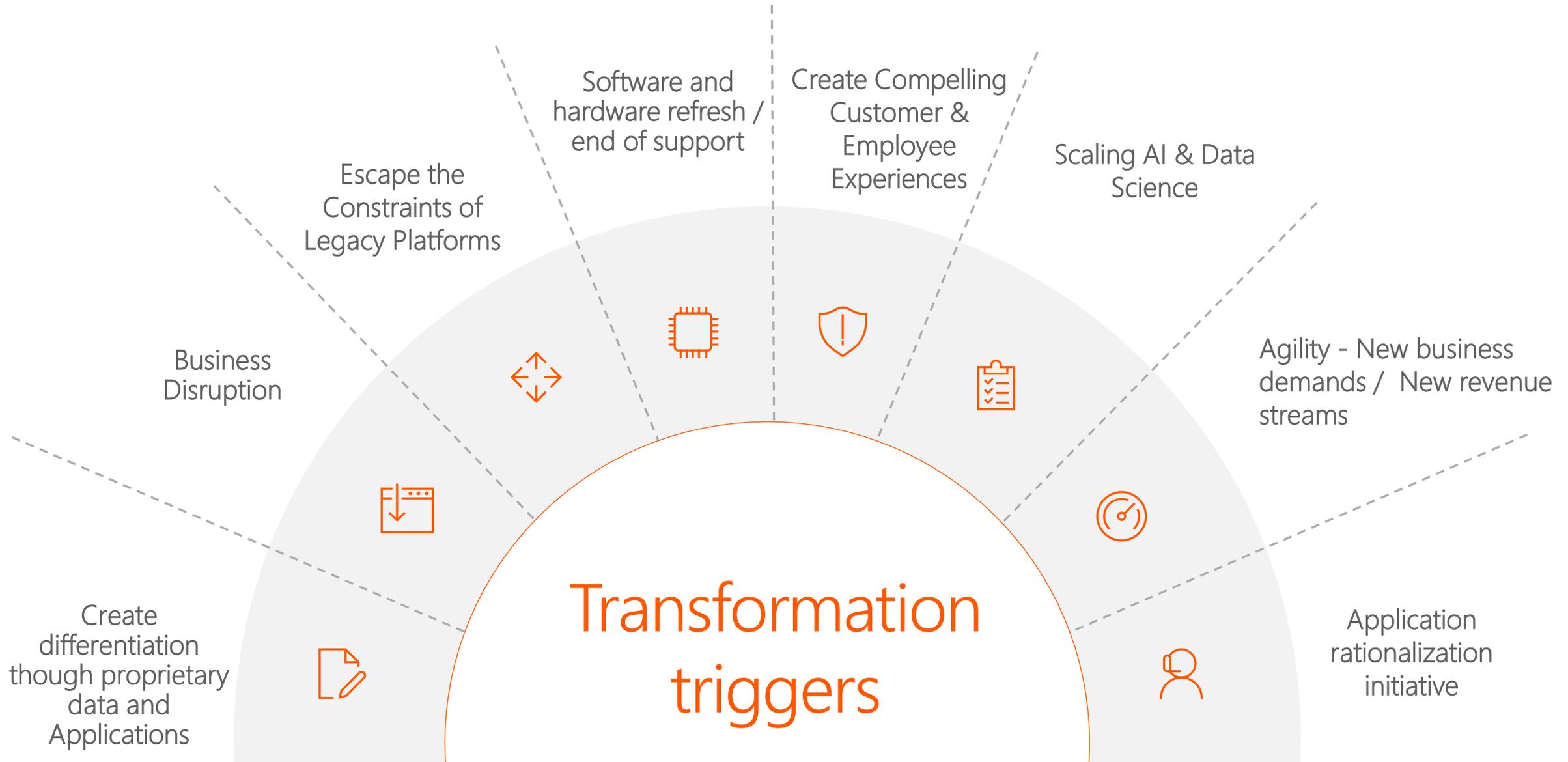
Power BI @ Enterprise Scale

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.



We can help clients at any phase of their journey

What is Driving Data Modernization on **Azure**?



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



Data Modernization on **Azure** Case Studies



DNV GL

Create an **independent business model** 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.



THYSSENKRUPP

TK wanted to build a cloud-based 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 **operational optimization and cost savings**.



AMERICAN FINANCIAL SERVICES COMPANY

Leverage customer data to better understand and improve the **customer experience** of applying for a credit card driving improved customer acquisition.

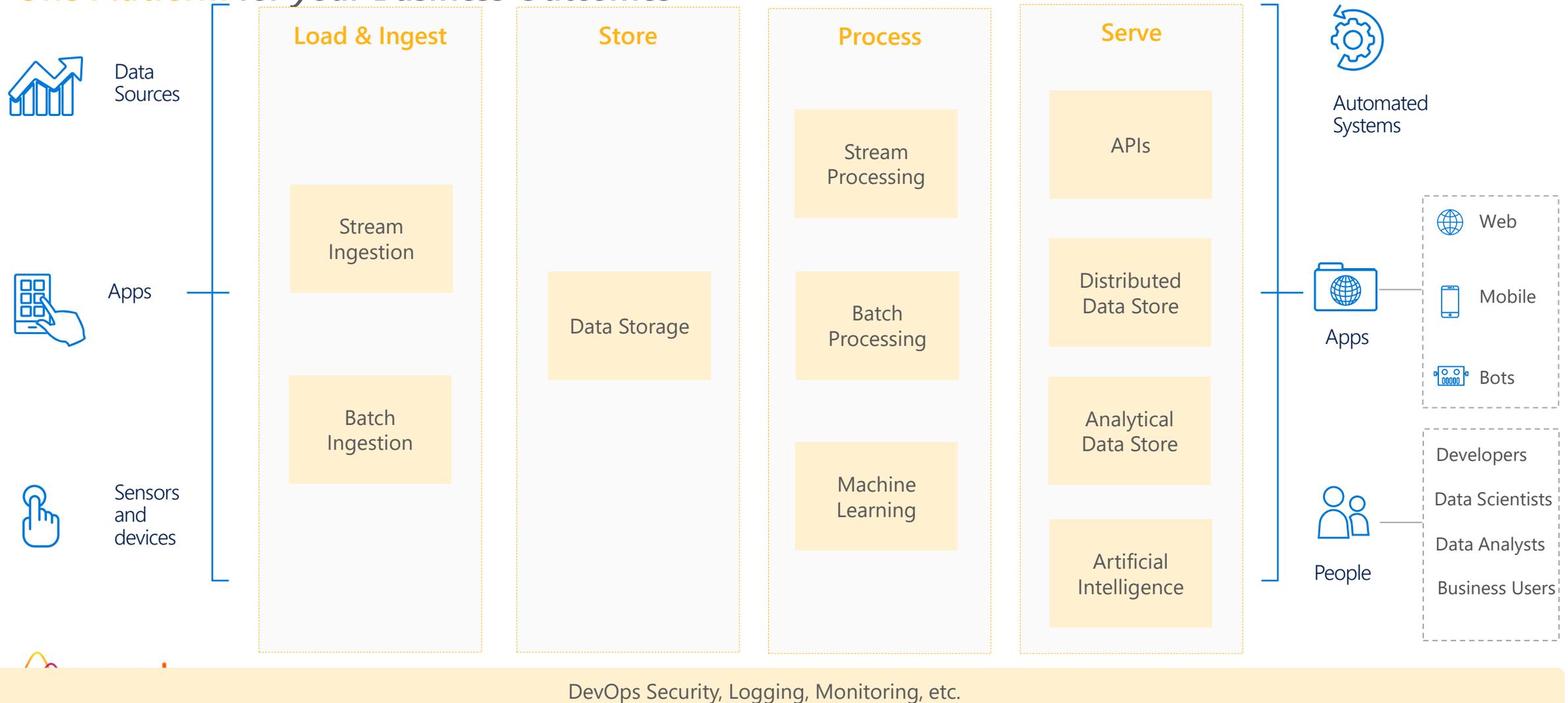


GLOBAL TELCO & MEDIA COMPANY

Modernize their on-premise data ecosystem to Azure native services in order to take advantage of **the speed and agility of the cloud** and lay the foundation for AI and Data science at scale.

Modernized Data & AI Platform Built for Scale & Fit for Purpose

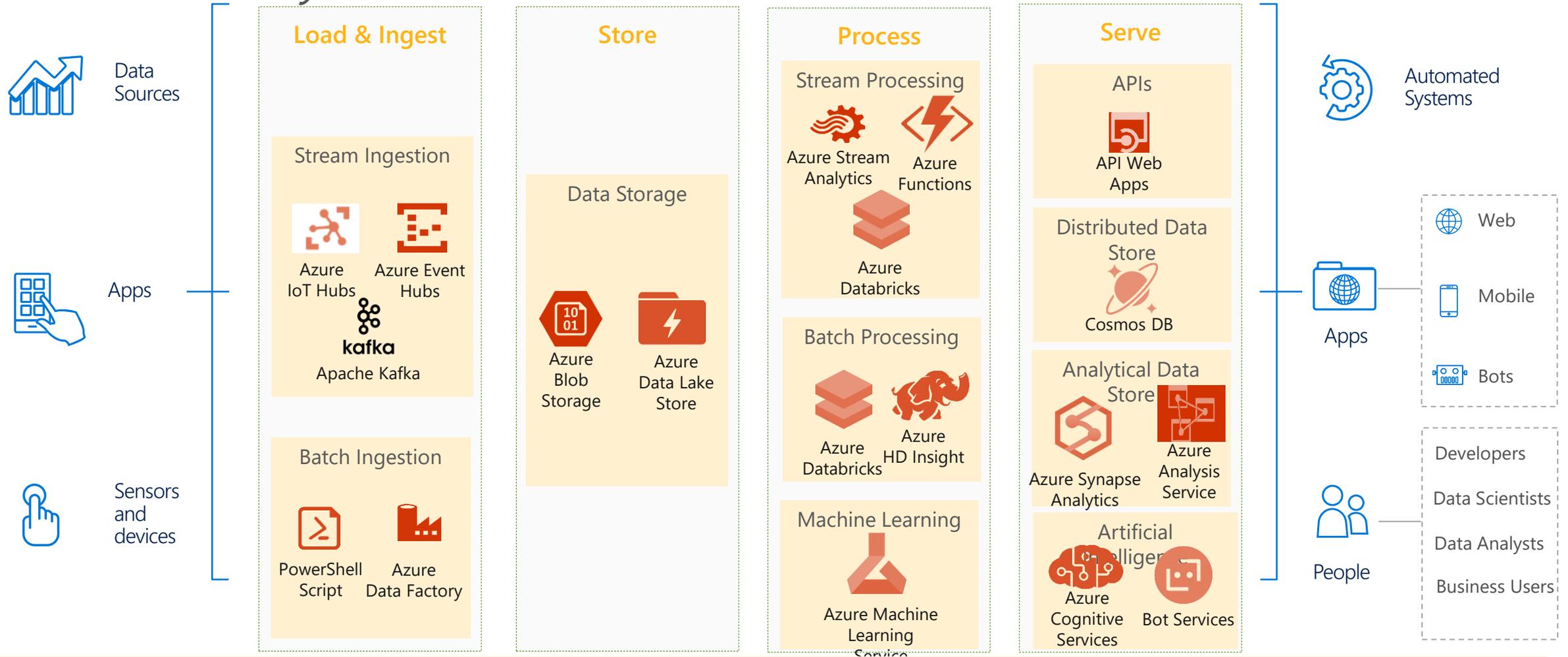
One Platform for your Business Outcomes



Microsoft Azure is an Integrated End to End Cloud Native Data & AI Platform

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One Platform for your Business Outcomes

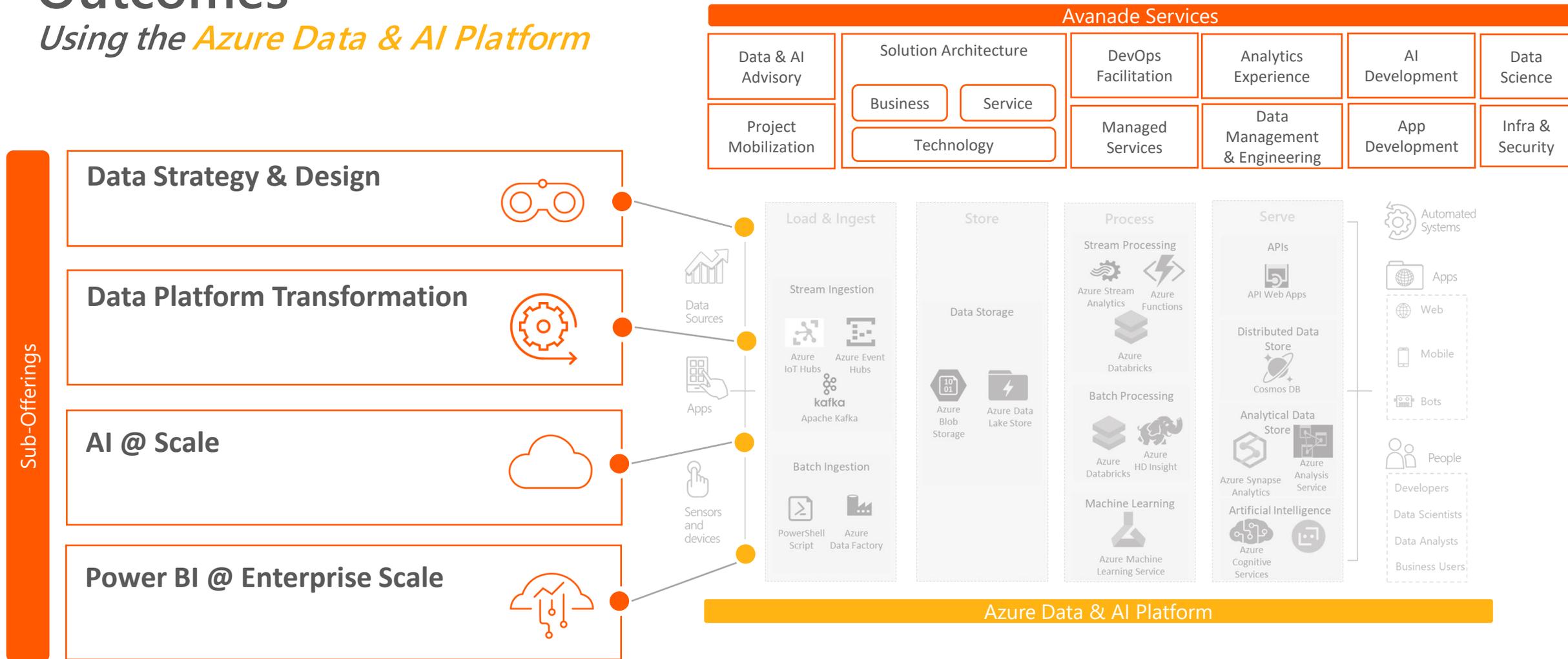


DevOps Security, Logging, Monitoring, etc.

- Azure DevOps
- Azure Key Vault
- OMS
- Log Analytics
- Azure Monitoring
- Azure Active Directory
- Virtual Network

Avanade Helps Clients Achieve Their Desired Business Outcomes

Using the *Azure Data & AI Platform*



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

1000+

Azure cloud native data & analytics solutions



90+

Microsoft Partner Awards



100+

Trained solution architects focused solely on Azure cloud native

4000+

Global Data Engineering and AI Consultants



24,000

Microsoft Certifications



100+

Client's solutions managed

Global Capabilities

AZURE DATA & AI COE

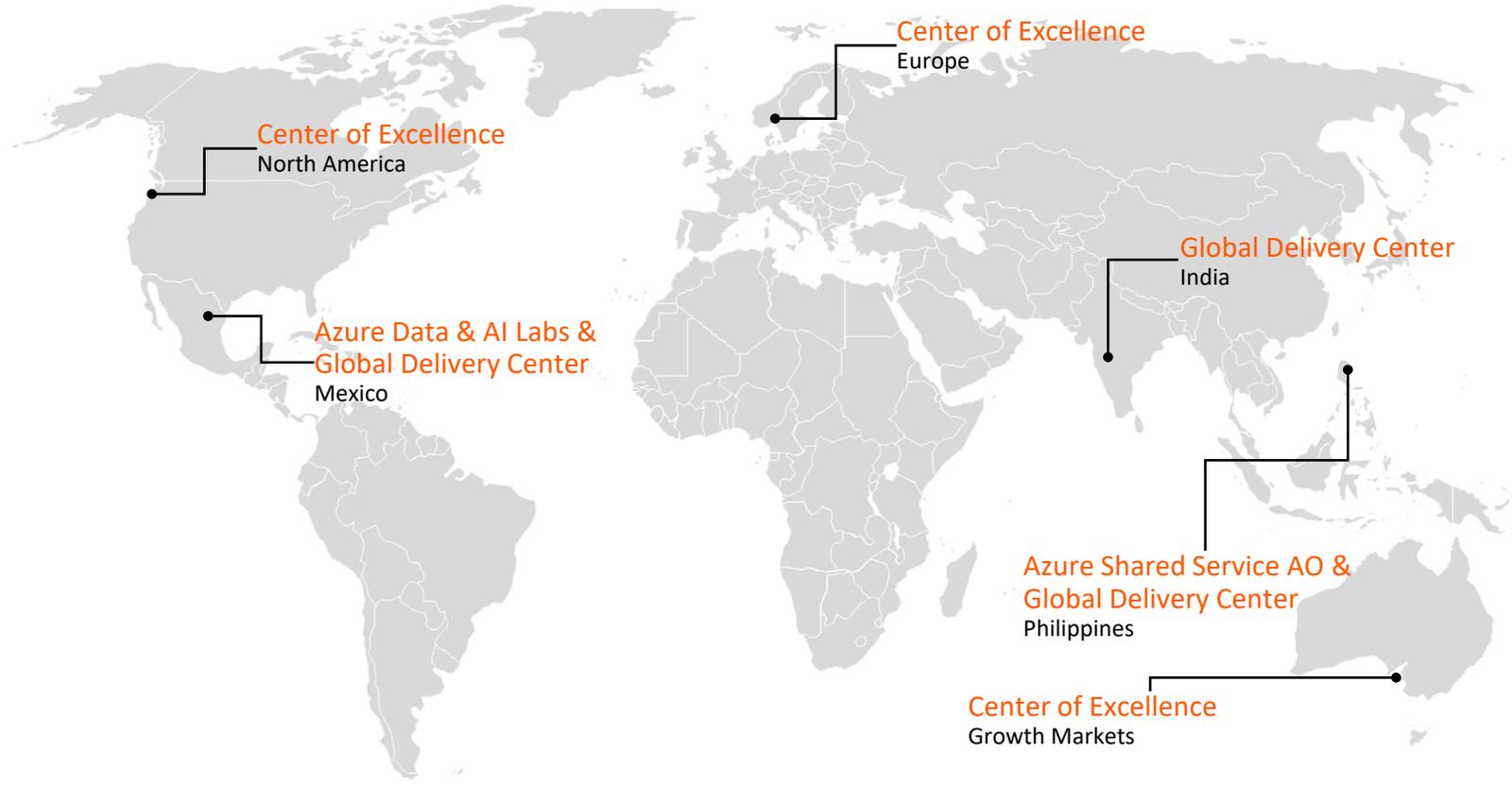
AZURE DATA & AI LABS

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**



80
locations

24
countries

23
Microsoft Gold
Competencies

90+
Microsoft Partner
Awards

14
Microsoft Alliance
Partner of the
Year awards

24,000
Microsoft
Certifications



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 Solution Deployment Guide, Runbook, and Support Matrix
- 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](#)

Data Modernization on Azure

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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.

CLIENTS



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
- ¹Gartner, Build a Data-Driven Enterprise, August 2018
- ¹Gartner: Are you Ready for Multicloud and Intercloud Data Management?, Adam Ronthal et al., May 2019

VALUE PROP

We helps 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

TARGET CLIENTS

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

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

SOLUTIONING & DELIVERY ASSETS

- Templates:** Azure Data Solution Reference Architectures, Use Case Solutioning Assessment, Unified Analytics Model, Visual Studio Solutions, Azure DevOps CI/CD Pipeline, Power BI Practice & Governance, Azure Solution Deployment Guide, Runbook, and Support Matrix
- Frameworks:** Use Case Solutioning Framework, Azure Service Logging and Monitoring, Azure Databricks Integration, Azure Service Integration & Security, Azure Services Naming Standards & Best Practices, Intelligent Data Suite (IDS), Smart Data Mover (SDM), Industrialized Data & ML Foundation (IDF++)
- Repositories:** Power BI, Virtual Agent Library, Prebuilt PySpark Function, Machine Learning Model

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
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