

# External Alliance Offering brief

## Objective:

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Enable client conversation

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## Primary Audience:

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External (Client-facing)

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## Secondary Audience:

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Microsoft representatives and account teams / Internal EY

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# EY Accelerated Analytics Modernization

Powering insights, at speed



## Business drivers

As organizations compete on their ability to leverage data as a strategic asset, enabling advanced analytics has become a critical part of unlocking a competitive edge. However, many businesses are struggling to achieve this goal due to the limitations associated with legacy BI platforms. Transitioning to a modern platform enables businesses to:

- ▶ Take advantage of modern, cloud-based architecture for improved scalability, flexibility and data accessibility.
- ▶ Expedite modernization with new opportunities using generative AI and cloud technology.

## Solution overview

The EY Accelerated Analytics Modernization solution focuses on cross-domain collaboration to bring together the right accelerators, industry experience and technical capabilities – to help create a flexible model which can be tailored to address customer needs. Leveraging Microsoft Power BI for advanced analytics, the solution harnesses the power of generative AI to expedite crucial modernization stages, enabling our clients to reap immediate benefits on their investments.

## Solution benefits

- ▶ Self-service enablement: Empower data stakeholders with self-service tools for optimal use of organization-wide data.
- ▶ Value delivery: Discover new business insights and visualizations to guide data-driven business decisions.
- ▶ Performance management: Strengthen platform management and IT governance measures.
- ▶ Real-time access: Provide near real-time, trustworthy data for convenient access.
- ▶ Faster project implementation: Supports rapid implementation through the automation of key analysis and development stages.
- ▶ Risk management: Accelerators for code QA and validation help ensure high-quality analytics products while built-in security features safeguard and provide appropriate role-based access.
- ▶ Resource management: Streamlines the required resources to carry out transformation at scale by automating key steps in the modernization process.

## EY Analytics Modernization services

Set the vision

**Strategy and Solution Design:** Create a vision and strategy aligned with business goals, including architecture, design and target user experiences, for an effective modernization effort.

Prove the vision

**Activation and Implementation:** Establish a strong data infrastructure for Power BI tool migration. Execute a pilot to provide immediate results to the business.

Transform

**Acceleration and Production Enablement:** Scale modernization across domains using accelerators to automate key processes, speeding up efforts and providing a successful go-live.

Sustain

**Enterprise Data Services and Analytics:** Deliver highly valuable data products to the business, provide experienced support for complex solutions and design solutions to embed insights into business processes.

## Joint value proposition

By combining EY teams' business transformation expertise with Microsoft's highly integrated cloud capabilities:

- ▶ Helps deliver client-tailored solutions that are designed specifically for each individual client's use cases and users
- ▶ Helps ensure that clients are delivered industry-best solutions with the most current and technologically advanced capabilities Microsoft has to offer

## Solution differentiators

EY Analytics Modernization solution leverages enables our clients to transform faster than ever by leveraging the power of generative AI and cloud technologies:

- ▶ Specialized Microsoft resources with deep technical knowledge across the end-to-end conversion process
- ▶ Custom accelerators to help enable report rationalization, creation and testing
- ▶ Integration with Generative AI for code conversion, automated testing and insights generation

## Case study

Fortune 500 US Utility Company

Client challenge	Engagement summary	Value delivered
<ul style="list-style-type: none"><li>▶ Increasing number of IT requests for access to data and requests for reporting</li><li>▶ Current process relies heavily on IT to make any changes to reports and dashboards</li><li>▶ Complex data landscape across multiple environments</li><li>▶ Digital transformation in beginning stages across the</li><li>▶ Employees spend significant time accessing, reconciling, managing or reporting data</li></ul>	<p>EY teams assisted the client in the following activities:</p> <ul style="list-style-type: none"><li>▶ Designed and implemented end-to-end architecture to enable a foundational data layer to transform reporting</li><li>▶ Rationalized report data sources and analyzed complex transformation logic to help create sharable and fit for purpose data assets in Azure Synapse</li><li>▶ Worked with business users to align on report success criteria and requirements to drive meaningful insights for the business</li><li>▶ Collaborated with client leadership to define operating procedures, support roles and processes to help enable sustainment and success of the transformation effort</li></ul>	<ul style="list-style-type: none"><li>▶ Self-service data enablement vision and strategy</li><li>▶ Architecture design and implementation of integrated data layer for analytics</li><li>▶ Modernization of 700+ reports to Power BI</li><li>▶ Advances in BU adoption of Power BI and Microsoft services</li></ul>

## Contacts

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EY and Microsoft bring a compelling formula to spark the potential of the cloud and unlock the power of data. We solve our clients' most challenging issues by blending trusted industry expertise with innovative cloud technology. Our strategic relationship draws on decades of success developing visionary solutions that provide lasting value.

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Enabled by data and technology, diverse EY teams in over 150 countries provide trust through assurance and help clients grow, transform and operate.

Working across assurance, consulting, law, strategy, tax and transactions, EY teams ask better questions to find new answers for the complex issues facing our world today.



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