

Solution eBook

# Driving value from your data in times of change

In today's ever-changing and increasingly competitive market, organizations are challenged to find differentiation to set themselves apart and maintain momentum. The need to harness data for greater clarity and agility has never been more necessary as customer expectation heighten and our economy becomes more digitally driven. Simply gathering data, however, does not automatically deliver business value—it merely provides a pool of untapped knowledge. To make data valuable, it needs to be explored and interpreted to derive actionable insights.

Built on the Microsoft Azure platform, Azure Synapse is more than just a hub for gathering data—it is a powerful analytics service that incorporates Power BI, artificial intelligence (AI), and machine learning (ML) to surface insights that help you better understand both your business and your customers. With the right analytics solution, you can respond quickly to fluctuating industry demands, engage customers more effectively, and make data-driven decisions for a better future.

## Embracing a new age of business intelligence

What worked for your business in the past may no longer be enough to navigate today's unprecedented changes. A new approach is required that prioritizes business intelligence and analytics to support greater agility and responsiveness. This means embracing emerging technology to democratize data and empower not just your C-suite—but your entire organization—with the right data and analytics tools to enable timely, insight-driven decisions.

**Business intelligence:** While typical analytics dashboards can offer some visibility into what's going on in and around the business, self-service business intelligence tools like Power BI can provide more interactive visualizations and capabilities that end users throughout the organization can configure and leverage on their own to gain valuable insights.



**86%**

of business leaders say defining a data and analytics strategy is the top responsibility of their CDO<sup>1</sup>

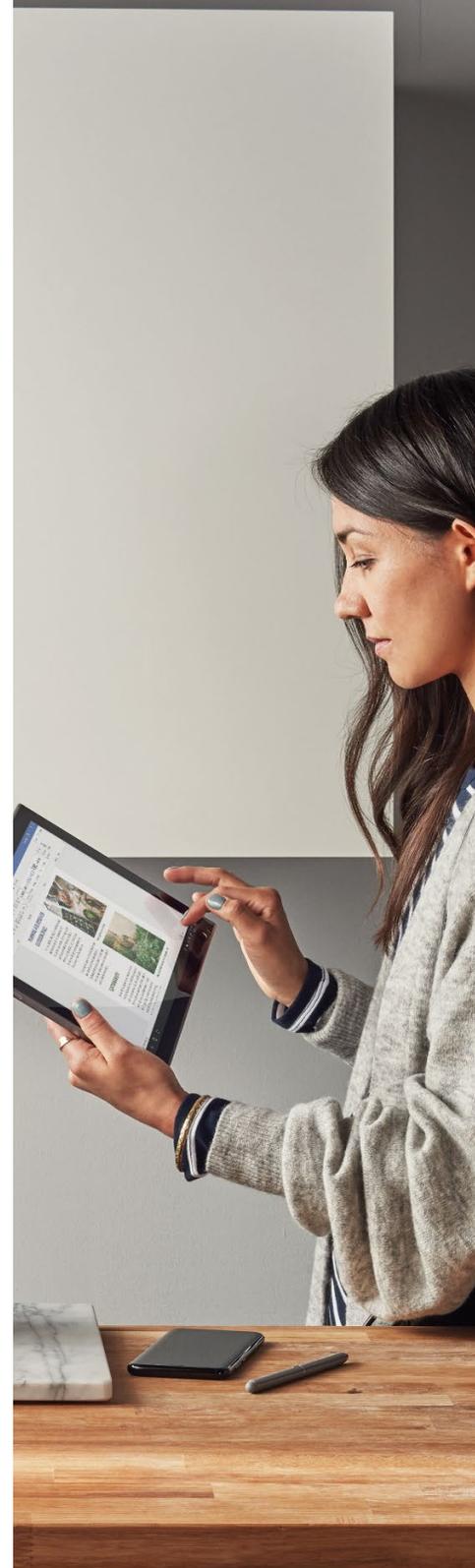
**Artificial intelligence:** Adding an AI layer to your analytics can deepen your insights and identify unique trends or patterns that might be otherwise undetected by human capacity. It also speeds time to insight with faster, machine-aided analysis.

**Machine learning:** A subset of AI, machine learning can learn from data and improve over time to provide real-time predictive analysis and valuable business intelligence. Automated machine learning can assist both data scientists and business users by building advanced analytic models to aid in insight discovery.

### A unified analytics experience

While democratizing analytics and insights is a necessity, a successful analytics strategy hinges on the quality and completeness of the data it's built upon. In other words, it is essential to combine data across all disparate sources with a single platform in order to leverage a unified, holistic source of truth. Yet even with centralized data, it can be difficult to build and manage analytics models across the organization without a unifying service.

Azure Synapse and Power BI uniquely bring the capabilities of data unification and limitless analytics together, enriched with the power of AI and ML, all in a single management workspace with common security and governance. With a fully integrated analytics stack, all users—from business users to data scientists—can explore and engage with data while achieving faster time to insight and delivering greater impact. In fact, 85 percent of organizations leveraging Azure Analytics and Power BI report seeing measurable benefits from having well-integrated analytics databases and storage, data management stack, and BI tools.<sup>2</sup> By providing employees with the tools to harness your corporate data, you can help them make better decisions for your business.



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## Maximum impact, less investment

As data has emerged as the new competitive differentiator, the advantages of leveraging data for business intelligence is clear. Data-driven companies are not only 23x more likely to acquire a new customer, but are 6x more likely to retain that customer and 19x more likely to be profitable as a result.<sup>3</sup> With data as the driving force behind your daily business operations and decisions, the right business intelligence solution should also help you realize measurable impact and return on your investment (ROI).

As an end-to-end, fully integrated analytics solution, Azure Synapse and Power BI helps you maximize the value of your existing business intelligence tools while delivering an estimated 271 percent return on investment<sup>4</sup>—helping your business to achieve better analytics performance with improved data integration at scale. With the best price-performance ratio on the market, Azure Synapse produces insights 14x faster and with 94 percent less cost than other cloud providers,<sup>5</sup> delivering accelerated time to value with less effort and less investment.

**271%**

return on investment

**14x**

faster time to insight

**94%**

lower cost



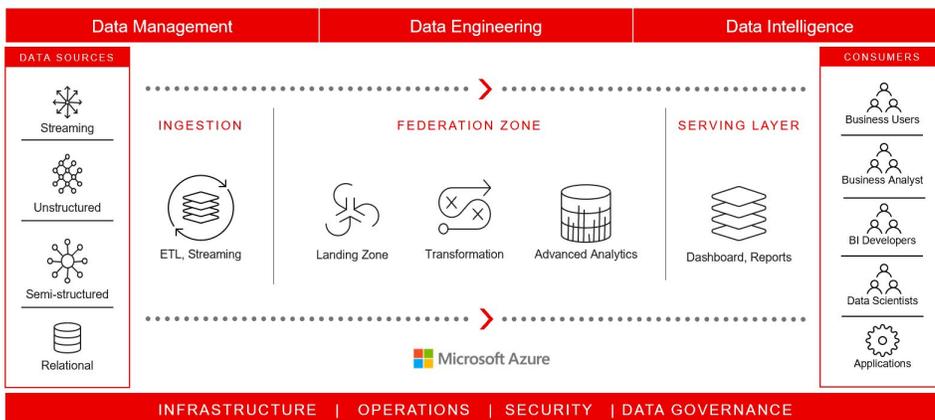
## The Azure Synapse advantage

- Unify data across all sources for a single source of truth
- Accelerate time to insight with real-time analytics and ML
- Speed time to value with centralized analytics tools and management
- Democratize analytics and insights across the organization
- Improve ROI on analytics investments
- Keep data secure with built-in encryption and threat detection

## Rackspace Data Estate Modernization & Analytics

Accelerating innovation and maintaining a competitive edge requires a modern data architecture that can be served for AI and predictive analytics. However, optimizing legacy databases and data warehouses to fully integrate a siloed data environment can be slow moving, costly, and ultimately ineffective.

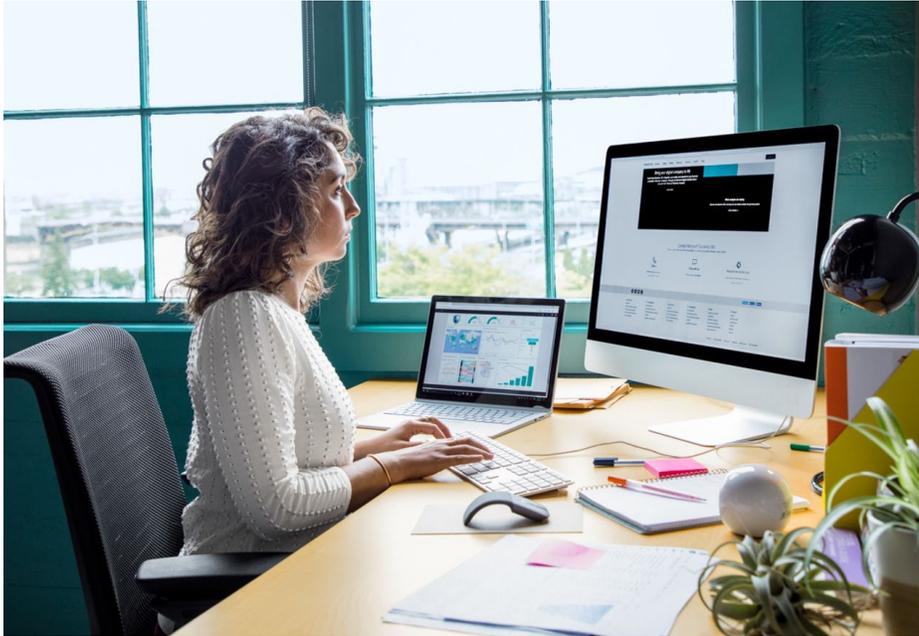
Rackspace can help you modernize your data estate to harness the analytics power of Azure Synapse and accelerate time to value with up to 70% less implementation time and cost. Our extensive team of highly skilled, certified cloud data engineers and solution architects partner with you every step of your transformation, helping you accelerate access to real-time analytics and intelligence.



### Key benefits:

- A customized approach to data modernization delivering tangible business results that accelerate innovation and increase ROI
- A simplified modernization journey that accelerates development time from months to weeks and decreases costs
- Comprehensive business and customer analytics dashboards with self-serve access to key stakeholders across your organization
- A path to enable and operationalize AI across your organization for predictive analytics that empowers proactive decision-making and agility





## Shortening time-to-insight with advanced analytics

### Challenge:

A healthcare provider struggled with time consuming, manual, and inaccurate reporting due to disparate data sources, requiring multiple people and several weeks per month to surface financial and operational reports.

### Solution:

Rackspace helped implement a unified, secure data platform on Azure and enabled data transformation with Synapse Analytics and Power BI.

### Result:

The solution drastically reduced costs and resources, providing up-to-the-hour, accurate information and patient data in a secure, HIPAA compliant environment. This supported delivery of better patient experiences while streamlining integration of new acquisitions to better plan for their financial future.

### Next steps

Schedule a free [2-hour strategy session](#) to see how a modern data estate and analytics strategy with Rackspace + Azure Synapse can help your business thrive.