

Improving decision making for a financial services company

Enabling evidence based decision making through the creation of a data centre of excellence, deployment of Azure infrastructure & developing PowerBI tools

Client need

- Centralisation of the small and fragmented data & analytics capability siloed around the business
- Infrastructure and environment for centralising data
- Automation and efficiency in the processes powering business intelligence and reporting
- Capability to understand how data & analytics could solve business problems

Solution delivered

- Established a federated Data Centre of Excellence (CoE)
- Architected and rapidly deployed Azure cloud infrastructure
- Built a central repository of customer data and two pilot projects for the Sales & Marketing function
- Established process to help the organisation identify, frame and solve business problems through analytics

Value unlocked

- Over 300 Sales & Marketing professionals are regularly using the business intelligence tools to drive sales and engagement
- All of the Data CoE (c.30) people have been through an upskilling programme
- The Azure infrastructure is now well established with a data engineering capability aligned to it
- A pipeline of projects co-created between the business and the data CoE has been established and is being worked through
- Manual reports are now being automated through a central data warehouse

