

Build a Modern Data Estate on Azure



If you want to completely understand your business environment, including your customers and your value chain, you need a modern data architecture and the ability to continuously enhance and optimise it. This new data architecture becomes the foundation for intelligent cloud-native applications, incorporating all data that's needed, when it's needed. This requires new skills, methodologies, and a willingness to bring agility to data curation, management, integration and security.

Data is the new basis of competition

Today's data-driven organisations have the edge in the marketplace.

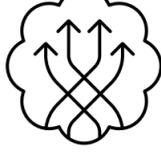


What does a data-driven organisation look like?



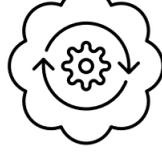
Outcome focused

Begin by building business use cases and applications focused on customer outcomes with well-articulated metrics of success.



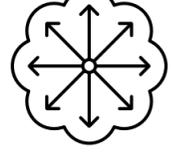
Multi-disciplinary

Account for a wide range of expertise required to design, deploy, manage and optimise the data platform.



Process driven

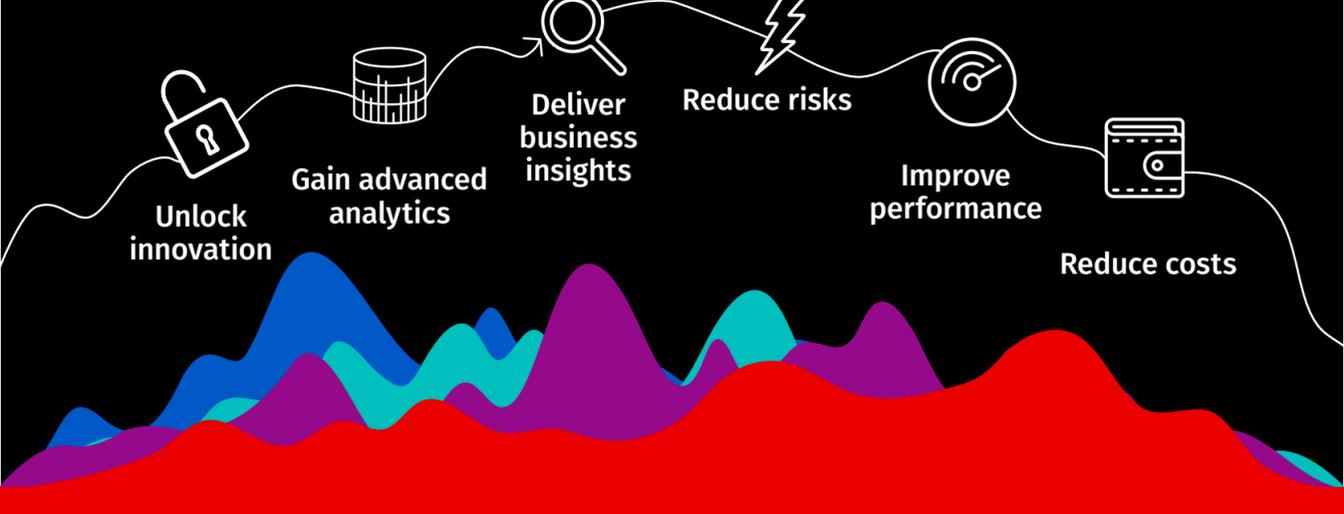
Implement processes to ensure data from new sources is properly ingested consistently while minimising risk.



Cloud native

Build a cloud-based platform with best-fit technologies to leverage automation and orchestration whenever possible.

Benefits of building a Modern Data Estate



What does a Modern Data Estate look like?

<h3>Ingest</h3> <p>Ingest a variety of complex data from multiple sources through either streaming or batch processing.</p> <ul style="list-style-type: none"> • IoT, sensors, ecommerce, open datasets • Streaming • Messages • Event hubs/kafka • IoT scenarios • IoT hubs • Batch processing • Images, videos, audio, free text, cvs, xml, log • Microsoft® Azure® Data Factory 	<h3>Store</h3> <p>Process and store data in central raw storage location.</p> <ul style="list-style-type: none"> • Raw storage options • Azure Blob Storage • Data lake storage • Cosmos DB • SQL/DB/MI 	<h3>Model & Serve</h3> <p>Deploy model for scoring and inferencing, and to serve data to downstream applications.</p> <ul style="list-style-type: none"> • Power BI • Analytics • Azure Cosmos DB • Applications • Azure SQL Data Warehouse • Azure Analysis Services • Analytics 	<h3>Prep & Train</h3> <p>Transform, process and prep data for model training and visualisation.</p> <ul style="list-style-type: none"> • Data science and AI • Data engineering • Azure Machine Learning • Azure Databricks • Azure SQL Data Warehouse • Azure Analysis Services
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Optimise the value of your data with Rackspace Technology

Rackspace Technology® helps customers handle increasingly large volumes of data effectively and economically by leveraging unbiased expertise to implement database, modern analytics, AI and ML solutions quickly. We do this with:

- Unbiased, platform-agnostic and benefit-driven technology recommendations
- A dedicated team of multi-disciplinary data experts for ongoing advisory, enablement and engineering services in an elastic service model
- Practical, straightforward and agile solutions designed to deliver a minimum viable product quickly and to help you gain critical insights sooner

Take the Next Step

Schedule a complimentary two-hour strategy session to see how a Modern Data Estate and analytics strategy with Rackspace Technology and Microsoft Azure can help your business thrive. In the session, a data solution architect will share industry insights while learning about your business objectives. Then, they will follow up with proposed best next steps to achieve your goals.

Learn more: www.rackspace.com/lp/data-discovery-session

DACH: +49 (0)800 723 87 49 | MEA: +9714 3999496 | NE: +31 20 753 3200 | UK: +44 (0)20 8734 8107