Enterprise Analytics - Azure-Ready, Cost-Effective Alternative to Snowflake

Overview

Enterprise data platforms like Snowflake or BigQuery are often expensive and require customers to adopt their own reporting ecosystems, forcing a departure from Microsoft-native tools like Power BI.

BR Modak Analytics offers a high-performance analytics solution that delivers similar capabilities - but is designed to work natively within Azure environments, without requiring customers to change their BI tools or data workflows.

Our solution is built to be:

- Cost-effective

- Simple to deploy

- Interoperable with Azure

- Fully compatible with Microsoft tools like Power BI and Azure AD

It enables Microsoft customers to modernize their analytics stack without replatforming, retraining teams, or duplicating their Azure investment.

How It Works

1. Client Data Sources

Data is ingested from enterprise systems like:

- SAP

- Salesforce

- Microsoft Dynamics 365

- APIs, files, and real-time data feeds

2. ClickHouse-Powered Processing

Our processing engine runs on dedicated virtual machines hosted in secure, enterprise-grade cloud environments. This engine performs large-scale transformation, aggregation, and analytics - with high performance and efficiency.

3. Azure-Ready Output

Once processed, curated datasets are delivered in formats that customers can use directly within their own Azure environment - for reporting, storage, compliance, and downstream use cases. We do not dictate how Azure services are used - customers have full flexibility.

4. Reporting with Power BI

Customers can connect their existing Power BI dashboards directly to the processed outputs. No dashboard recreation is required. Authentication can be managed through Microsoft identity controls for seamless access.

Why This Approach Benefits Microsoft Customers

- Cost-Effective Alternative: Avoids high platform costs while delivering the same scale and performance

- Azure-Ready by Design: Built to integrate cleanly into Azure environments without locking customers into a fixed architecture

- No BI Migration: Preserves Power BI dashboards and workflows

- Zero Disruption: Works with existing tools, policies, and security models

- Fast Deployment: Go from data to insights in weeks, not months

Industry Use Cases

Retail

- Inventory optimization

- Customer behavior and lifetime value modeling

- Price and promotion analytics

Financial Services

- Customer segmentation

- Branch-level insights

- Risk and fraud analysis

Healthcare

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- Claims analytics

- Resource optimization

- Patient behavior intelligence

Deployment Approach

Our implementation model is designed for quick, collaborative deployment:

1. Assessment & Use Case Scoping

2. Pilot Using Customer's Real Data

3. Integration into Customer's Azure Environment

4. Continuous Optimization & Scaling

Typical time to value: 45-60 days