

AFRY

ÅF PÖYRY

THE BASICS

AFRY Operational Data Layer

AFRY provides a solution that will help retailers increase sales, free time for IT resources, reduce frustration, and get real time access to crucial business data through Azure. The solution creates a “one truth” regarding price, inventory and product data on all platforms. The AFRY solution offloads bottleneck problems in legacy systems to make your commerce run smoother, faster and more secure to build stronger customer relations and brand value.

You will no longer depend on legacy master data systems and you will get access to real time data instantly in one access point for both online and offline stores.

The Operational Data Layer by AFRY allows you to:

- Merge and secure all your business data in Cosmos DB and get instant access to real time data
- Apply business logic to create one truth for price, inventory and product data and so much more
- ODL allows all commercial platforms to be event driven by Azure Event Grid. Pushing data in real time instead of platforms reading data on slow time intervals.
- With Azure Functions we can scale to the volume of activity needed from all your applications, and build a new future in the cloud where you only pay for what is needed
- One simple integration point for all applications.
- Follow and document the data as it flows through your system with the help of Application Insights.

Technologies:

Azure Functions, Azure Event Grid, Cosmos DB, Application Insights and more.

The Operational Data Layer gives you the possibility to integrate all your current and applications, even legacy systems. And it gives you the power to build new applications in a much faster manner. The easy access to enriched data gives you a fast track to start with machine learning, AI services, Power BI, Power apps for enterprise self service and more accessible products within Azure.

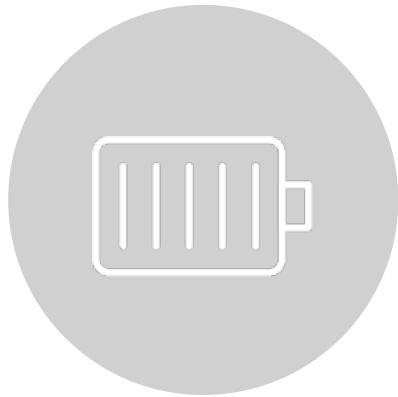
The Operational Data Layer is not dependent on any specific system or legacy system. ODL is independent.



Why use AFRY Operational Data Layer?



Scalable



High performance



Updated data in seconds



Managable cost



Change friendly

Challenges

Identify some of the challenges below in your organisation. The AFRY solution will be able to turn challenges in to advantages, step by step.

Scattered, and hard to reach, data in multiple systems

Legacy in systems with crucial functions

Hard to trust business logic and variations

Bottleneck problems and time to get the right data

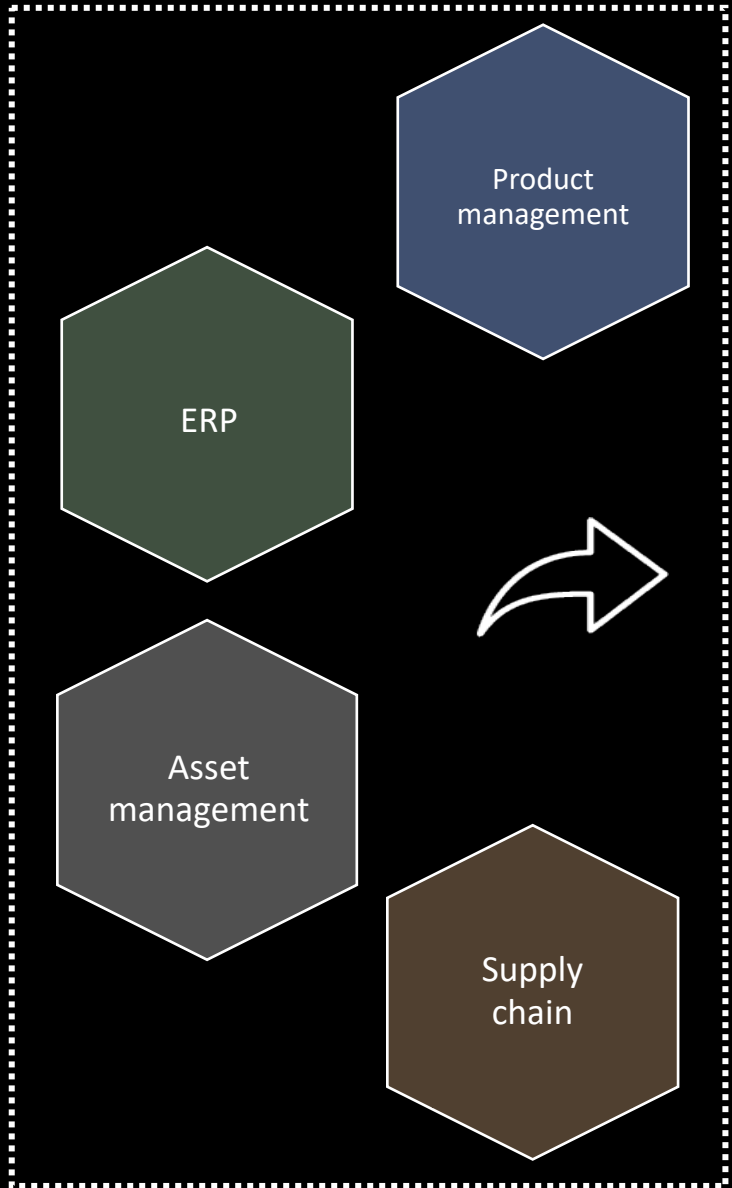
Frustrated co workers in many layers of the organisation

Periodic peaks in system load

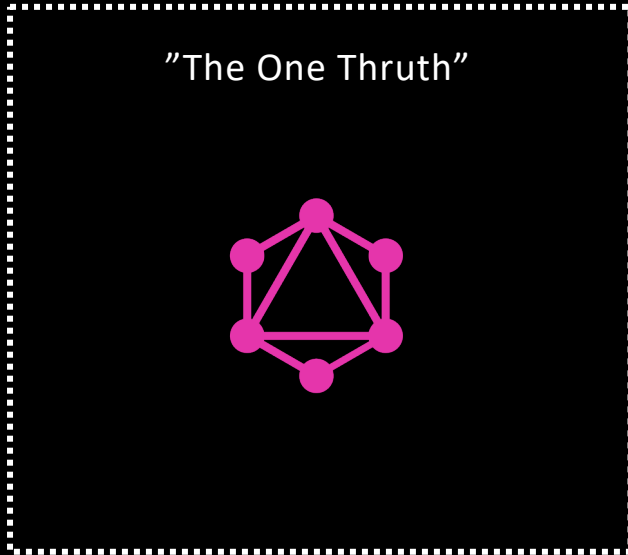
Displeased customers and brand damage due to faulty data



Master data



"The One Thruth"



Data consumption

