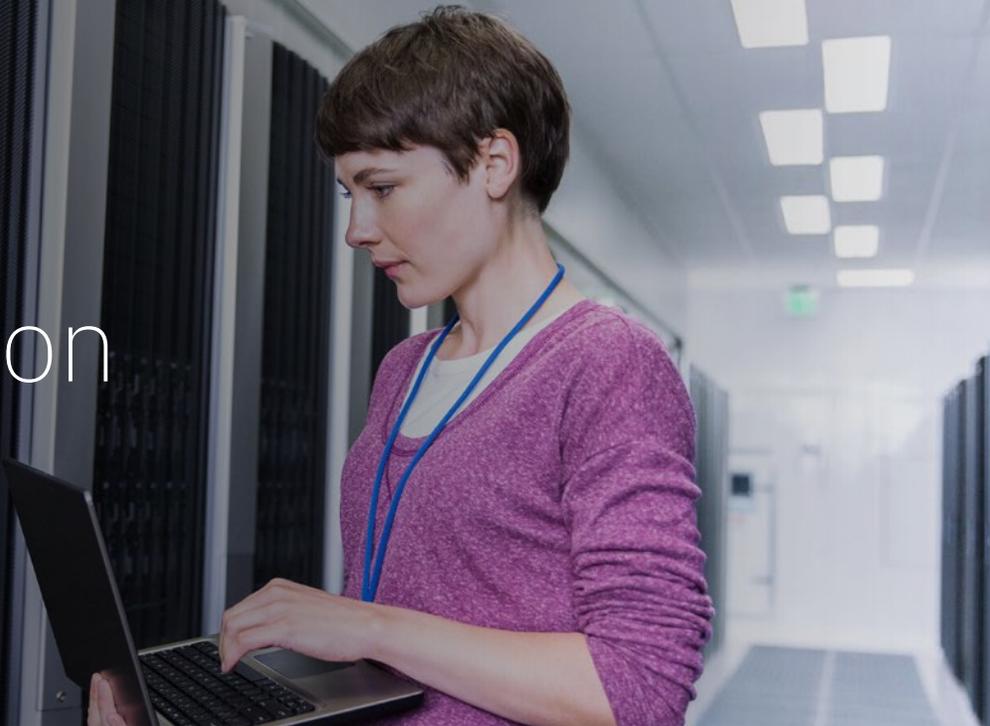# Data Modernization On Azure

Build an enterprise grade, scalable, cost effective data platform on Azure using IBM

An IBM survey of more than 13,000 executives illuminated a new category of data-driven companies called "Torchbearers". These are the DATA ELITES, who have created a culture of data believers, invest heavily in their people and use analytics to improve the quality of their decisions.

**Our study points out that Torchbearers now generate 69% higher revenues and 63% higher margins than their peers**. Clearly organizations that have fully integrated data into their business strategies, operations and culture are on a path to higher performance. Our objective in IBM Global Business Services is help our clients become one of these high-performing, data-driven companies.

> Digital Transformation, AI, Data Science, and Analytics capabilities require a well-engineered, robust and future proof enterprise data platform

Source: IBM Institute for Business Value analysis; The Cognitive Enterprise, Part 11

## It is imperative to Our clients should be ready for modern cloud data platform because

By 2024, there will be a 10x increase in data volume

Legacy data warehouses are approaching end-of-life

To stay competitive, businesses need to use data for new revenue opportunities

Utilize the innovations and scale of cloud based technologies

# IBM Services for Azure Data Platform

The "Data Modernization on Azure" offering from IBM Services can help enterprises build a state-of-the-art data processing platform and solution that is ready for every aspect of Datascience and Analytics (Descriptive, Predictive, Prescriptive and Cognitive).

Our offering packs months of engineering and experience from several client implementations to bring an architecture design and accelerators which helps with entire lifecycle of Azure Data Platform ranging from

## Design and Build ❯ Migrate ❯ Run and Operate

# As part of Data Modernization initiative, IT managers want to:

**Reduce Complexity:** 60-80% reduction in ETL jobs and tables resulting in lesser compute and storage

**Faster time to value:** 40% reduced time to productionize new business use case

**Cost Savings:** 40%+ on infrastructure and resources

Faster performance of analytics workloads

# Data Modernization on Azure provides value in three pillars

## Engineered Design

– A well-engineered functional and technical architecture

– Technical accelerators to spin up resource instances

**Value:** Save time and reduce risk

## Infuse Speed, Efficiency and Cost Savings

– Migration Due-Diligence

– 15+ Technical Accelerators: Pre-built and Configurable end-to-end data pipelines; Monitor and Optimize resource consumption; Improve PowerBI performance etc

**Value:** Reduce migration time by 50-70%, improve performance and save operating cost by 20%

## Run Transformational Workload

– Supports pipelines and provides accelerators for: AI+ML workloads, Structured and Unstructured data flow for Intelligent Workflows; IoT data for Connected Edge Solutions on Azure

**Value:** 25% faster time to value

# IBM Services Framework and Accelerators for Data Modernization

**Migration Due Diligence:** Our questionnaire covers business, technical and operational aspects of current and future state. Method to analyze the data, backed by reference architecture and assessment accelerator. Delivers target blueprints and options along with cost estimates and business case.

**Data and Workload Analysis Accelerator:** Analyzes and creates an inventory of objects; prescribes right size target options on cloud for workloads and applications.
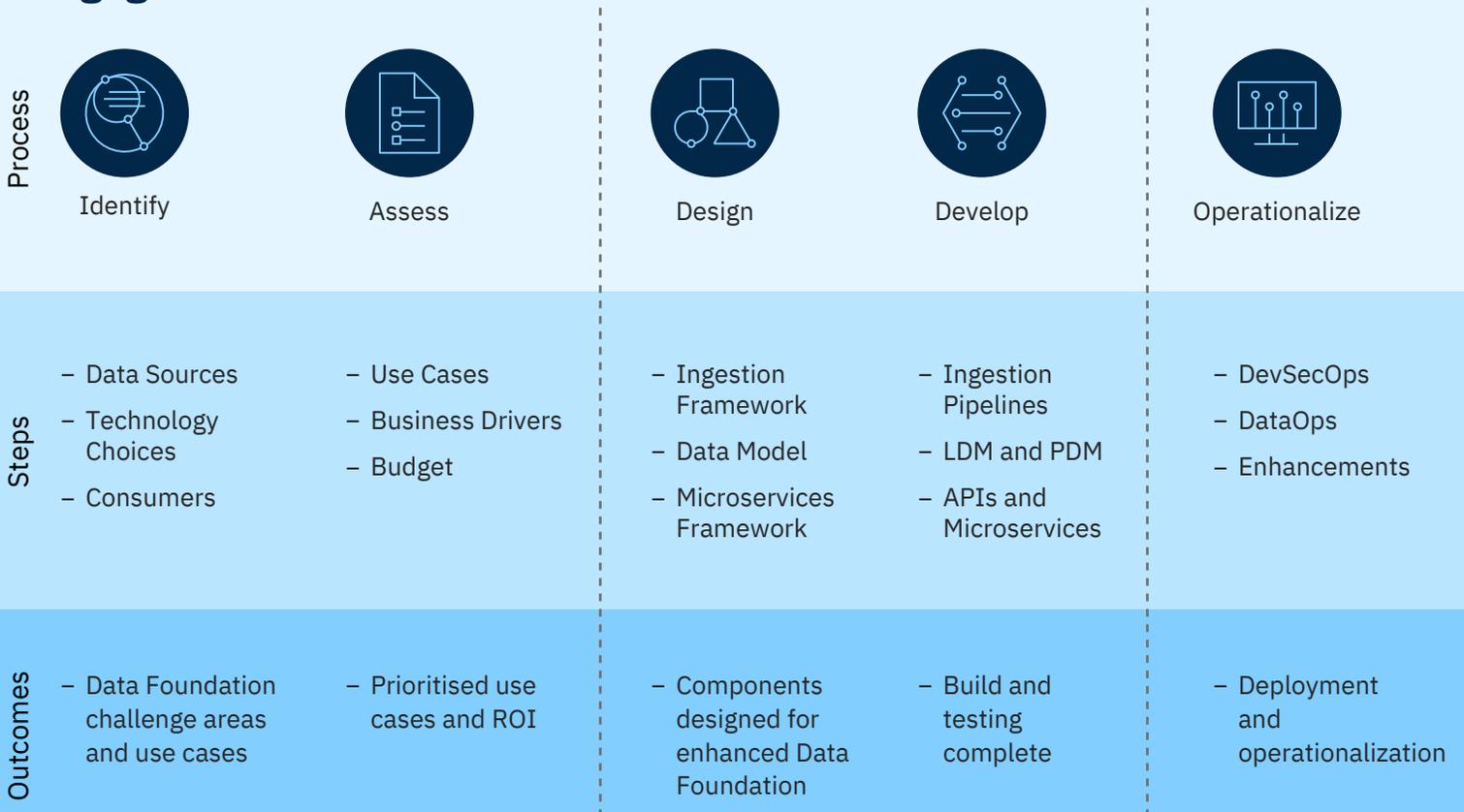
**Automated Deployment, Command and Conrol of End-To-End Data Pipelines:** Saves weeks of manual effort by provisioning end-to-end data platform in minutes; also provides auditability of your data from source to destination.

**Data mapping, profiling and pipeline accelerators:** Automated mapping for data quality, governance, discovery, classification and lineage; profiling all data with a statistical summary, minimize custom data ingestion interfaces by building repeatable SQL-based metadata driven ingestion and curation.

**PowerBI Performance Accelerator for Capacity Planning and Testing:** Technical specification and code to conduct simulation for resource capacity planning to serve PowerBI reports in fast and efficient manner.

**Azure Resource Regulator:** Monitors and manages Azure resources and minimizes unused consumption; saving significant operational cost.

# Engagement Model

| | Identify | Assess | Design | Develop | Operationalize |
|---|---|---|---|---|---|
| **Process** |  |  |  |  |  |
| **Steps** | – Data Sources<br>– Technology Choices<br>– Consumers | – Use Cases<br>– Business Drivers<br>– Budget | – Ingestion Framework<br>– Data Model<br>– Microservices Framework | – Ingestion Pipelines<br>– LDM and PDM<br>– APIs and Microservices | – DevSecOps<br>– DataOps<br>– Enhancements |
| **Outcomes** | – Data Foundation challenge areas and use cases | – Prioritised use cases and ROI | – Components designed for enhanced Data Foundation | – Build and testing complete | – Deployment and operationalization |

# Client Reference Story



One of the world's largest biomedical companies needed to move off their outmoded data warehouse for cost and flexibility reasons. IBM Global Business Services migrated them from Teradata to Azure with minimal risk, while giving the client a richer set of tools for marketing, sales and product development. Azure allows us to scale the client's usage up and down to balance computing costs with performance needs, while outfitting their business with state-of-the-art analytics.

On the economic side, our client only pays for what they use instead of a blanket license fee. We moved a 50TB Teradata DW with 500 workflows, 1500 mappings, and rebuilt 1900 reports on PowerBI, a vastly superior analytics engine. **The result is a modern platform that scales dynamically, accelerates product shipping and reduces customer complaints at a significantly lower cost than their legacy platform.**

## Contact Us:

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# Why IBM

Microsoft's fastest growing GSI

15,000 Certified Azure Specialists

1,000 Cloud Migrations in the past year

30 global centers, 55 languages, 24x7 operations

17 Microsoft Gold Competencies

SAP on Azure Advanced Specialization

Analytics on Azure Advanced Specialization

Azure Expert Managed Service Provider (MSP)

Microsoft Analytics Specialization

IBM