INSPARK

OXYGEN
DIGITAL TRANSFORMATION WITH DATA & AI ON AZURE

MANAGED DATA PLATFORM

Microsoft

WE ARE INSPARK

8+ — CUSTOMER SATISFACTION

70+ — MANAGED CUSTOMERS

100 — MICROSOFT PROFESSIONALS

800k+ — MICROSOFT CLOUD USERS

2018 — MICROSOFT #1 PARTNER OF THE YEAR

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THE ROAD TO ACCELERATION

MODERN WORKPLACE
Windows 10
Microsoft 365
Office 365
Enterprise Mobility +
Security

DATA & AI
Machine Learning
Reporting & PowerBI
Data Lakes & ETL
Digital Agents (bots)

CLOUD INFRA & APPS
Microsoft Azure
Microsoft Azure Stack
OMS + System Center
Hyper-V & Windows Server

MANAGED SOLUTIONS
Support, Management & Innovation
Cloud Security & Managed Data
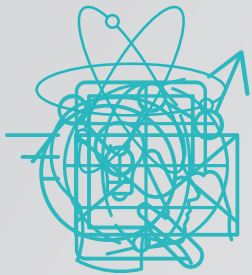Cloud licenses (CSP)

SECURITY & COMPLIANCE
From information security
policies to Managed Security

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THE IMPACT OF DATA ON OUR LIVES IS ENORMOUS

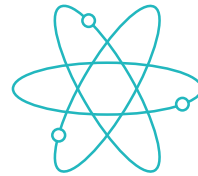## EVERY DAY WE USE:

to create new value?

ORGANIZATIONS BET ON DATA-DRIVEN TRANSFORMATIONS

New insights
New policies/approaches through new insights

Increase turnover
Achieve more revenue from new or existing data

Digital transformation
Developing new business models based on data

Reducing costs
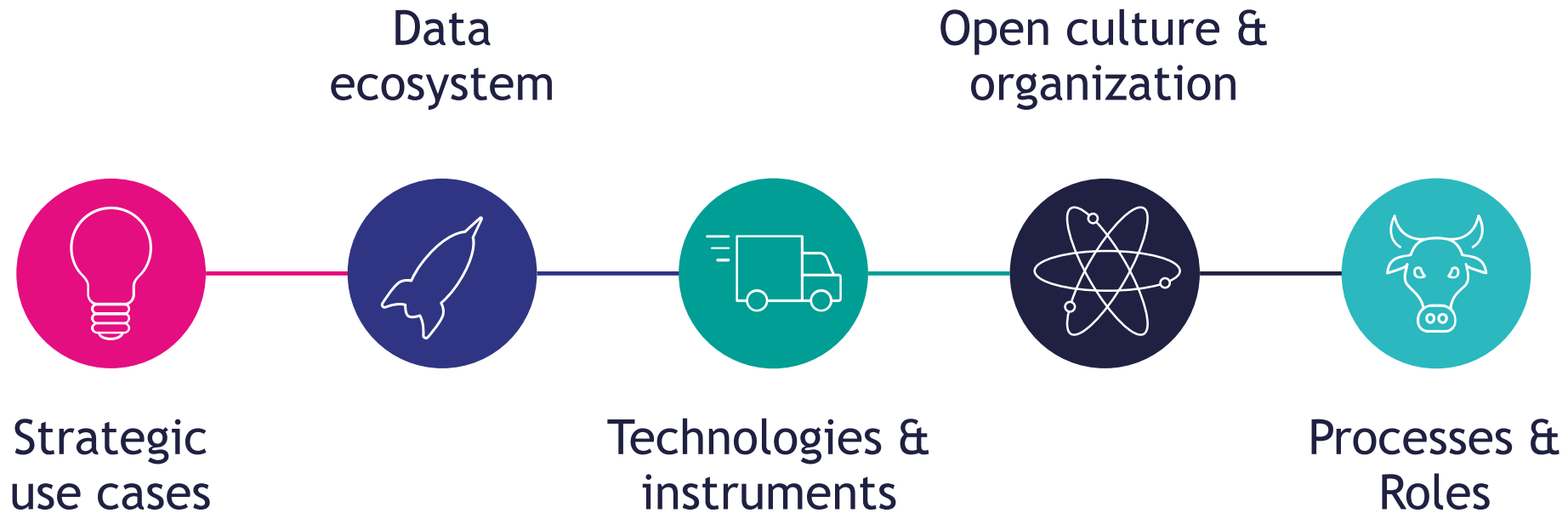Reduce costs by using data from the past in a smarter way

Data Monetization
Sell existing data to interested parties

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DATA SUCCESS IS MORE THAN JUST TECHNOLOGY

DATA-DRIVEN SUCCESS PREREQUISITIONS

Data ecosystem

Open culture & organization

Strategic use cases

Technologies & instruments

Processes & Roles

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DATA IS THE OXYGEN FOR YOUR OPERATIONS

INSPARK HELPS ORGANIZATIONS END-TO-END:
FROM DATA-DRIVEN TRANSFORMATION TO MANAGEMENT
AND INNOVATION OF THE DATA PLATFORM.

MANAGED OXYGEN PUTS YOU
ON THE STARTING BLOCKS

MANAGED OXYGEN

- Oxygen is an Azure-based **Data & AI platform**, specially designed for maximum **scalability and security**. Oxygen is **'Ready for Business'** in weeks, without complex implementation and design sessions.

- Oxygen offers THE total solution for **onboarding, management and security**, and is linked to a **permanent commitment** aimed at innovation with and adoption of Data & AI within your organization.

- InSpark supports you **24x7 worldwide** via our **security & operations center** and ensures that your platform is up-to-date based on data and security technology and knowledge.
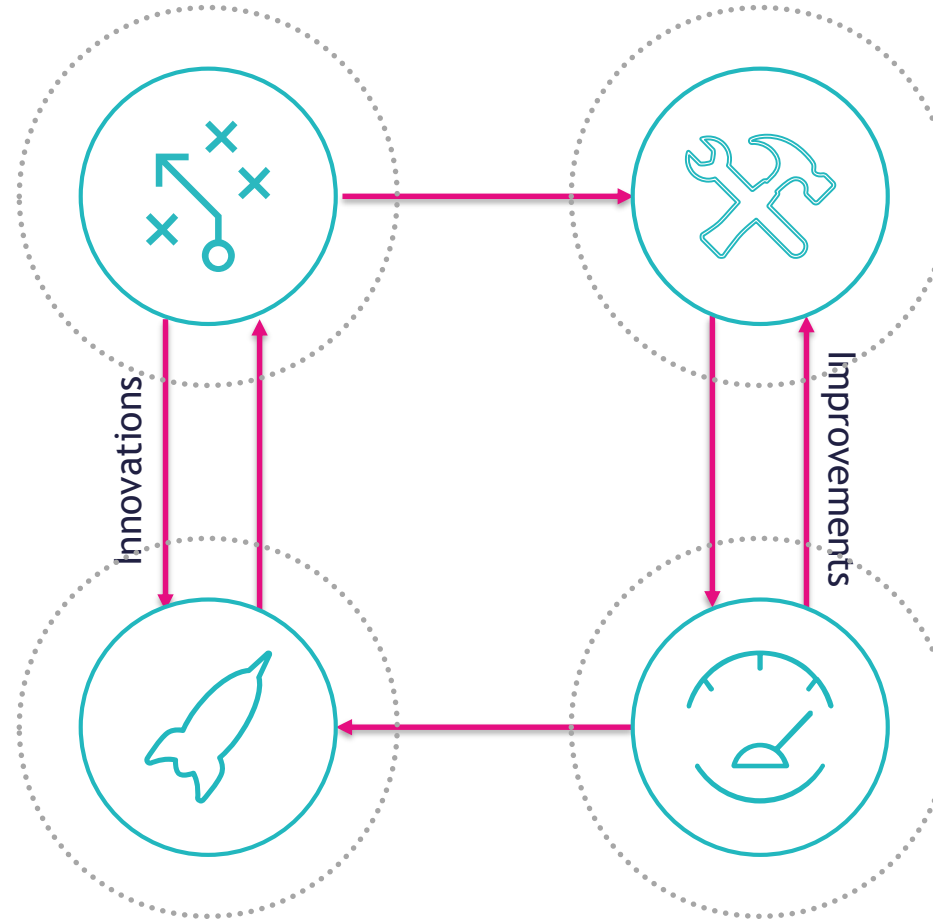
THE OXYGEN APPROACH

Data strategy:
Determining the contribution of data to business objectives and transformation, identifying and prioritizing data use cases and classifying feasibility, determining technical, security and compliance require-ments and determining the (innovation) agenda as well as the organizational model.

Oxygen onboarding:
Implementation of Oxygen and the setting up of subscription management, identity & security, networking & connectivity, operational management and possibly migration of (existing) data scenarios and/or the connection of data sources.

Data driven innovation:
Informing the organization about data and driving data adoption throughout the organization. Experimenting with new data use cases and building end-to-end data applications together.

Cloud operations & security:
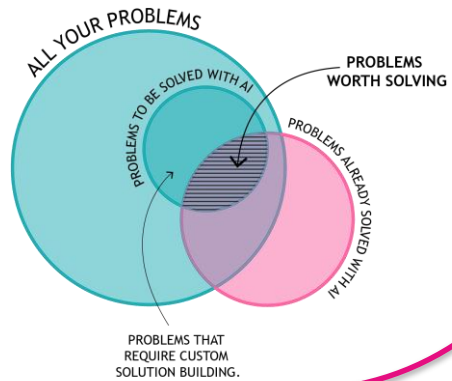Cloud monitoring, back-up & recovery, updates & patches, pipeline management, permanent identity protection, platform and Data & AI application, access and usage audits, incident management and optimization.

Innovations

Improvements

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OUR
OXYGEN SERVICE

Sensitivity: Regular

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DATA STRATEGY IN 4 STEPS

ALL YOUR PROBLEMS

PROBLEMS WORTH SOLVING

PROBLEMS TO BE SOLVED WITH AI

PROBLEMS ALREADY SOLVED WITH AI

PROBLEMS THAT REQUIRE CUSTOM SOLUTION BUILDING.

HIGH IMPACT LOW EFFORT (YES!!!)	HIGH IMPACT HIGH EFFORT (MAYBE)
LOW IMPACT LOW EFFORT (MAYBE)	LOW IMPACT HIGH EFFORT (NO!!!)

IMPACT

EFFORT

DESIRABILITY Problem Owners

FEASIBILITY Technology Experts

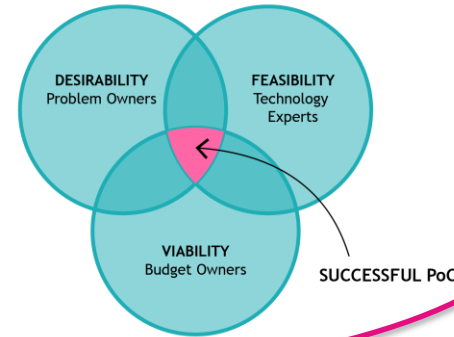**VIABILITY** Budget Owners

SUCCESSFUL PoC

1. Identify problems worth solving

Understand which of your existing challenges can and should be solved with AI.
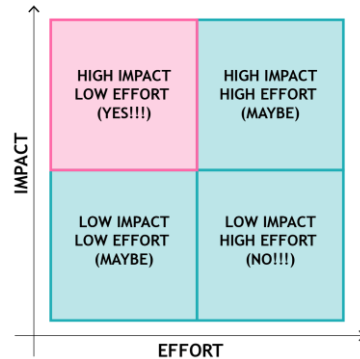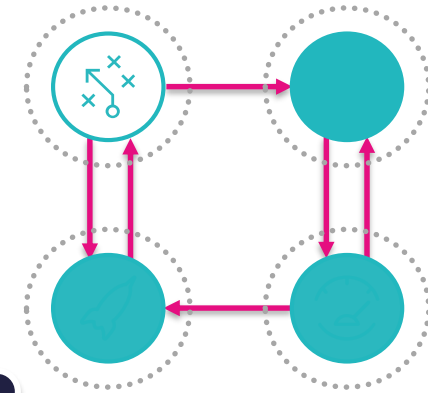
2. Find the right focus

Priorities by identyfing high value / low effort use cases.
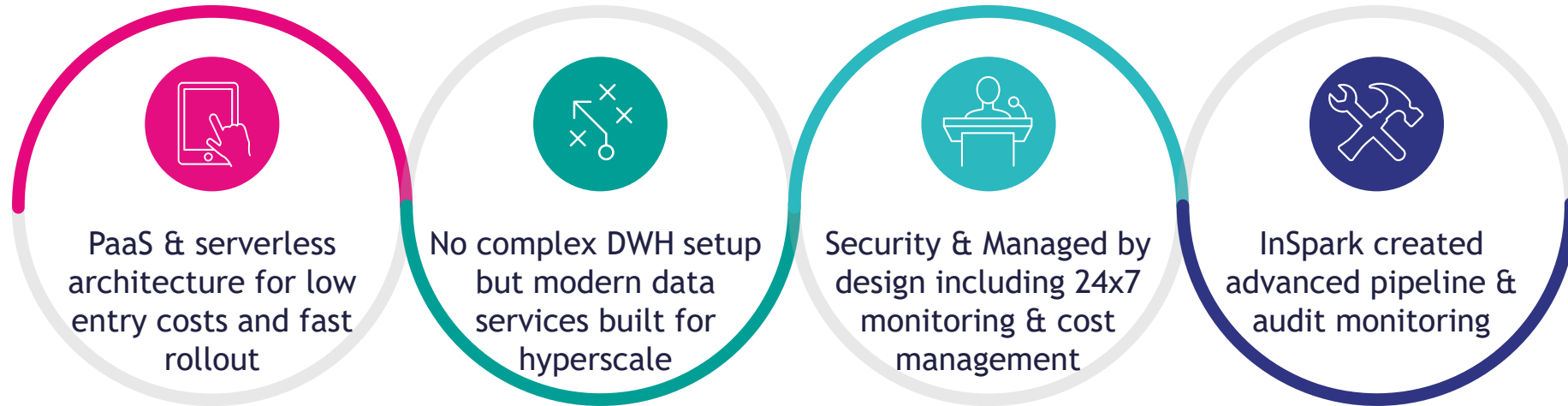
3. Define a successful PoC

Involve all relevant stakeholders to integrate your AI solution into business operations.

4. Scale and run your AI solution in production

Make the right technology choices and build the right organizational capabilities to put your solution in production.

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MANAGED OXYGEN BENEFITS

PaaS & serverless architecture for low entry costs and fast rollout

No complex DWH setup but modern data services built for hyperscale

Security & Managed by design including 24x7 monitoring & cost management

InSpark created advanced pipeline & audit monitoring

01 LOW COST & FAST ROLL-OUT

02 MODERN DATA ARCHITECTURE

03 SECURE & (COST) MANAGED BY DESIGN

04 ADVANCED MONITORING

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DATA PLATFORM IN 10 DAYS

INGEST STREAM

LOB
CRM
Graph
Image
Social
IoT
Cloud

Event Hubs

INGEST BATCH

Extract

Azure Data Factory

STORE

Stream

Batch

Transform

Load

Azure Data Lake Store

ANALYZE

Azure Databricks (managed Spark; batch & streaming)

Azure Analysis Service

AI models/ APIs

Cognitive Services

Azure container Service & registry

Azure Machine Learning Service

Insights

Power BI / other tools

Internal stakeholders

Applications

DevOps / AIOps

External parties

SECURITY & MANAGEMENT

Azure Active Directory

Cost monitoring

Azure Graph API

Azure Log Analytics

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MANAGED OXYGEN COMPRISES

LOB

CRM

Graph

Image

Social

IoT

Cloud

Operations

- Pipeline monitoring & management
- Performance monitoring & cost management
- Platform lifecycle management
- Incident & change management
- Continuity services (e.g. backup)

Security

- Identity & platform protection
- Usage and access audits
- Customer portal with baseline
- Security insights & reports
- Incident management
- Security pen testing
- Data protection *(use case specific)*

Internal stakeholders

Applications

DevOps / AIOps

External parties

Azure Active Directory

Cost monitoring

SECURITY & MANAGEMENT

Azure Graph API

Azure Log Analytics

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DATA-DRIVEN INNOVATION

Expert Desk
Our experts are available 24/7 for all your Data & Azure questions

Proof of Value(s)
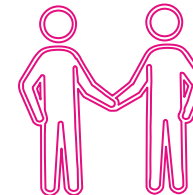New data innovations applied within your organizational context

In control
You are in control; secure access for InSpark, your own department or another digital transformation partner

Data Adoption
The outboard motor to strengthen data initiatives and a data culture within the organization

Deployment success
Additional support from InSpark specialists in projects where necessary

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REFERENCES

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FACILICOM

SAP DATA ACCESSIBLE VIA OXYGEN & POWERBI

Reports from SAP via PowerBI
Facilicom uses the Managed Oxygen data platform to make reports accessible via PowerBI. Source systems, including SAP, are hybridly connected to the organization-wide data lake.

Managed & Monitored by Oxygen
Facilicom chose Microsoft because of its competitive offer compared to QlikView, and chose InSpark because of its high-quality technological knowledge and the carefree character of its Managed Oxygen service.

RIJKSMUSEUM

OXYGEN PROCESSES VISITOR DATA FROM AMSTERDAM ICON

Define trends and boost ticket sales
By providing insight into the sales figures, the Rijksmuseum is now able to exactly measure how many tickets are sold through which channels and to predict the visitors' flows.

Efficient & effective deployment of personnel
By gaining insight into ticket sales and the number of reservations, the Rijksmuseum is now able to take account of staff scheduling and the number of rooms to be reserved in advance.

Read all about this customer case here.

RIJKS MUSEUM

TVM

OXYGEN DEPLOYED FOR HIGHER TRAFFIC SAFETY

Improving traffic safety

Fewer accidents in the transport sector and thus increasing traffic safety: that is the goal of TVM. As a pioneer in their field, the transport insurer wants to make smart use of data. In order to demonstrate the link between truck drivers' driving behavior and damage caused by accidents, TVM asked InSpark for help.

From data to insights

Near-miss accident reports are processed on the map of Europe into a visual representation of dangerous locations.

Read all about this customer case here.