Migración
Datawarehouse
Microsoft
databricks
küdaw
Big Data & AI

Technical Account Orchestration

Kudaw Engagement

Commercial Team

Commercial Team

Position Played
- Executive Sponsorship
- Azure Commercial Proposal
- Azure Sizing
- Azure Investment

Technical Team

Local

CSA – Cloud Solution Architect

Position Played
- Lead technical engagements
- Drives technical governance as customers leverage Azure.
- Help customer and partners in architecture design
- Drives MVPs and Architectural Design/Review sessions for production deployment with customers and partners.
- Managed discussions during Value Realization stages.

Objectives and Key Results:
- Remove Technical blockers
- Customer Satisfaction w/Technical Trust

CS – Costumer Success

Position Played
- A leader within the account team. Oversee and ensure prioritized alignment of coordinated outcomes across Support Programs, Customer Success Engagements, and Consulting projects that drives consumption, supportability and operational health.

Objectives and Key Results:
- Customer Satisfaction
- Consumption Optimization

Regional (OnDemand)

Extended Technical Team

Position Played
- Specialist in specific Azure Services
- Direct connection with Engineering Teams

Objectives and Key Results:
- Deployment of specific workloads
- Product Roadmap
- Remove Product blockers

Azure Platform / Support

Why Microsoft Azure and Databricks?

- ✓ Demonstrable experience
- ✓ Safety
- ✓ Solución End to End
- ✓ Regulation and Compliance
- ✓ Leading Gartner and Forrester
- ✓ Adoption, Training and Accompaniment
- ✓ Load portability

End to End – Single Contact – Cost Control – Security and Governance

- Optimizing component deployment
- Global accessibility at any time
- Encourages the participation of development teams
- Allows you to scale horizontally and vertically in one click
- Offers End to End solutions (we can absorb data from multiple sources, manage it, maintain it and provide it for descriptive, predictive and prescriptive analytics)
- Promotes the governance and security of solutions (Azure Purview integration for data governance, reports, kpi, rules, tagging and all this integrated with PowerBi)
- Enables operational continuity (a single control point)
- Optimization of expenses and budgets (from less to more with known costs and the best cost/performance equation)
- Distributed and component architecture,
- Allows you to test the services

Microsoft Cloud services have the largest compliance portfolio in the industry

Industry

- ISO 27001
- SOC 1 Type 2
- SOC 2 Type 2
- SOC 3
- ISO 22301
- PCI DSS Level 1
- ISO 27018
- Content Delivery and Security Association
- ISO/IEC 27017
- Cloud Controls Matrix v3.0.1
- MPAA
- Shared Assessments

United States

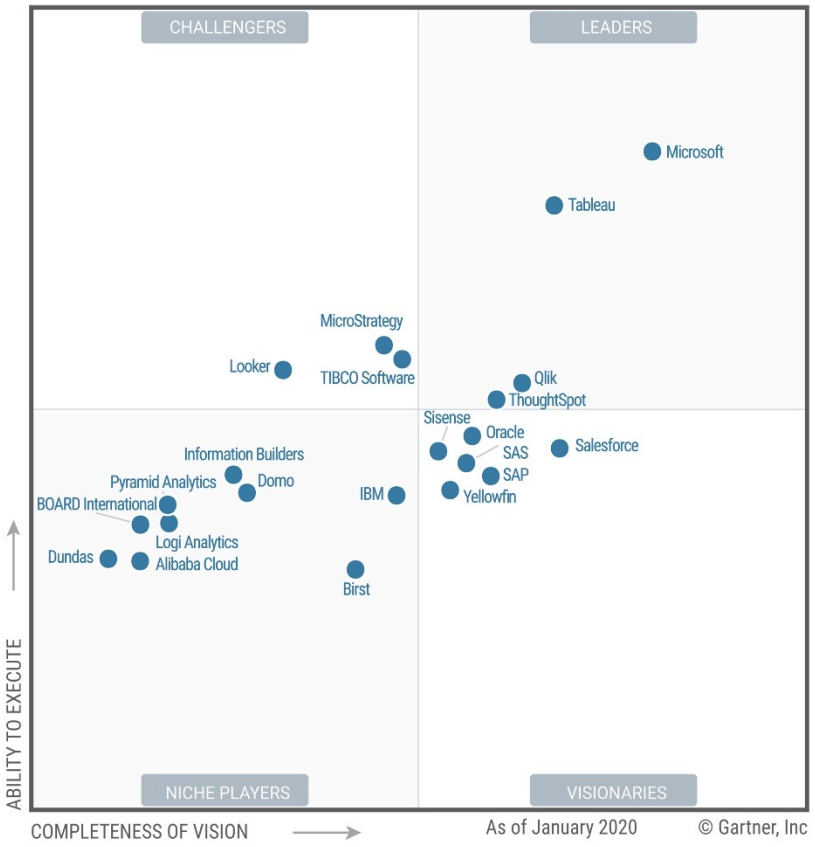
- FedRAMP JAB P-ATO
- HIPAA/ HITECH
- FIPS 140-2
- 21 CFR Part 11
- FERPA
- DISA Level 2 (DIACAP)
- IRS 1075
- Section 508 VPATs
- FISMA
- NIST 800-171
- MARS-E
- GxP
- DIACAP

Regional

- Argentine Data Protection Act 25.326
- European Union Model Clauses
- United Kingdom G-Cloud
- Canadian Privacy Laws
- China GB 18030
- China TRUCS
- Singapore MTCS Level 3
- Australian Signals Directorate
- New Zealand GCIO
- Japan Financial Services
- ENISA IAF
- Cloud Security Mark Gold
- Spain ENS
- FACT
- EU-US Privacy Shield
- China Multi Layer Protection Scheme
- Germany IT Grundschutz workbook
- Japan My Number Act

Unmatched combination

Figure 1. Magic Quadrant for Analytics and Business Intelligence Platforms



Source: Gartner (February 2020)

Source: Gartner (February 2021)

Source: Gartner (February 2019 & February 2020)

Microsoft is the only company positioned as a leader in Gartner Magic Quadrant for both Analytics & BI Platforms* and Data Management Solutions for Analytics**.

2020 Gartner Magic Quadrant for Analytics and Business Intelligence Platforms, Analyst(s): James Richardson, Rita Sallam, Kurt Schlegel, Austin Kronz, Julian Sun

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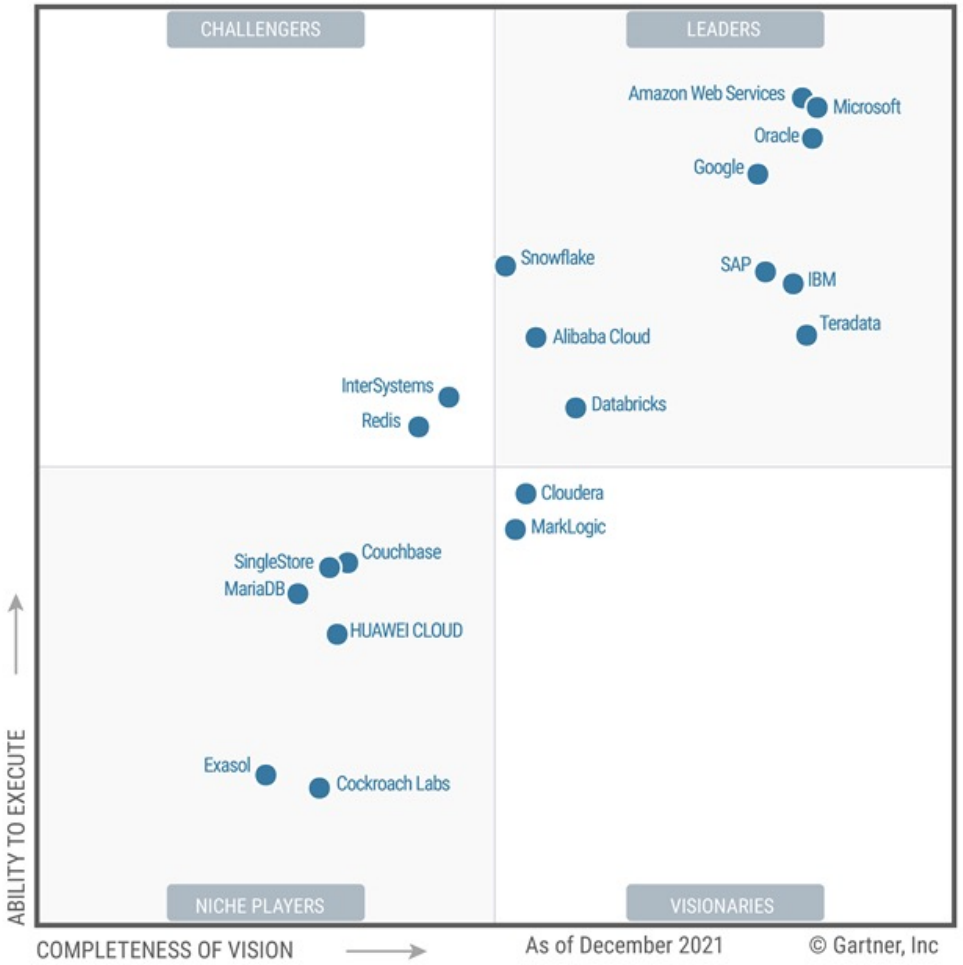
**Gartner "Magic Quadrant for Data Management Solutions for Analytics," Adam Ronthal, Roxane Edjlali, Rick Greenwald, 21 January 2019

This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Microsoft. Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose.

Microsoft named a Leader in 2021 Gartner® Magic Quadrant™ for Cloud DBMS Platforms | Azure Blog and Updates | Microsoft Azure

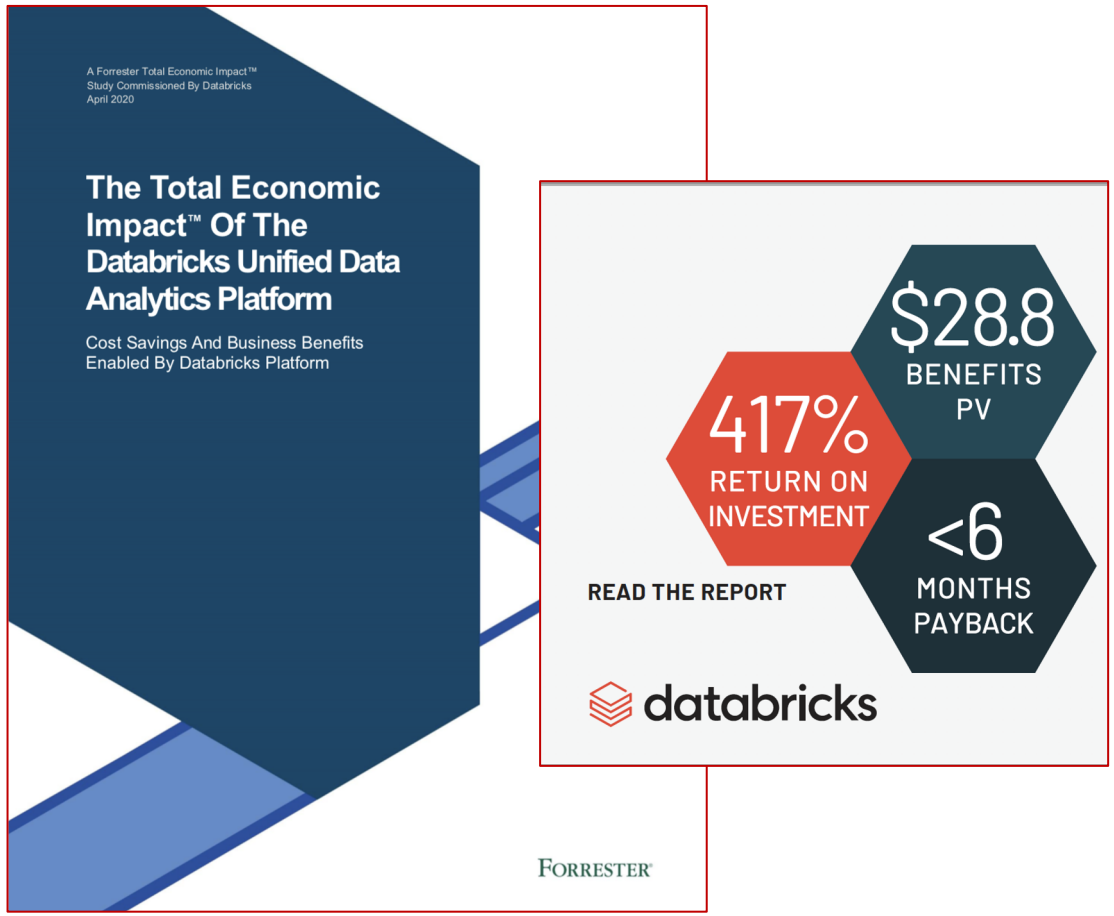
Figure 1: Magic Quadrant for Cloud Database Management Systems



Source: Gartner (December 2021)

Figure 1: *Magic Quadrant for Cloud Database Management Systems.*[2]

Validated by Forrester



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"We've seen a 97% reduction in the time it takes to complete Spark processes, compared to our previous cloud solution that used open source Spark."

Principal Architect

Heavy Machine Manufacturer

"Our cloud costs have remained stable year on year despite exponential growth and the use of cloud computing."

VP, Data Science

Media Company

Results

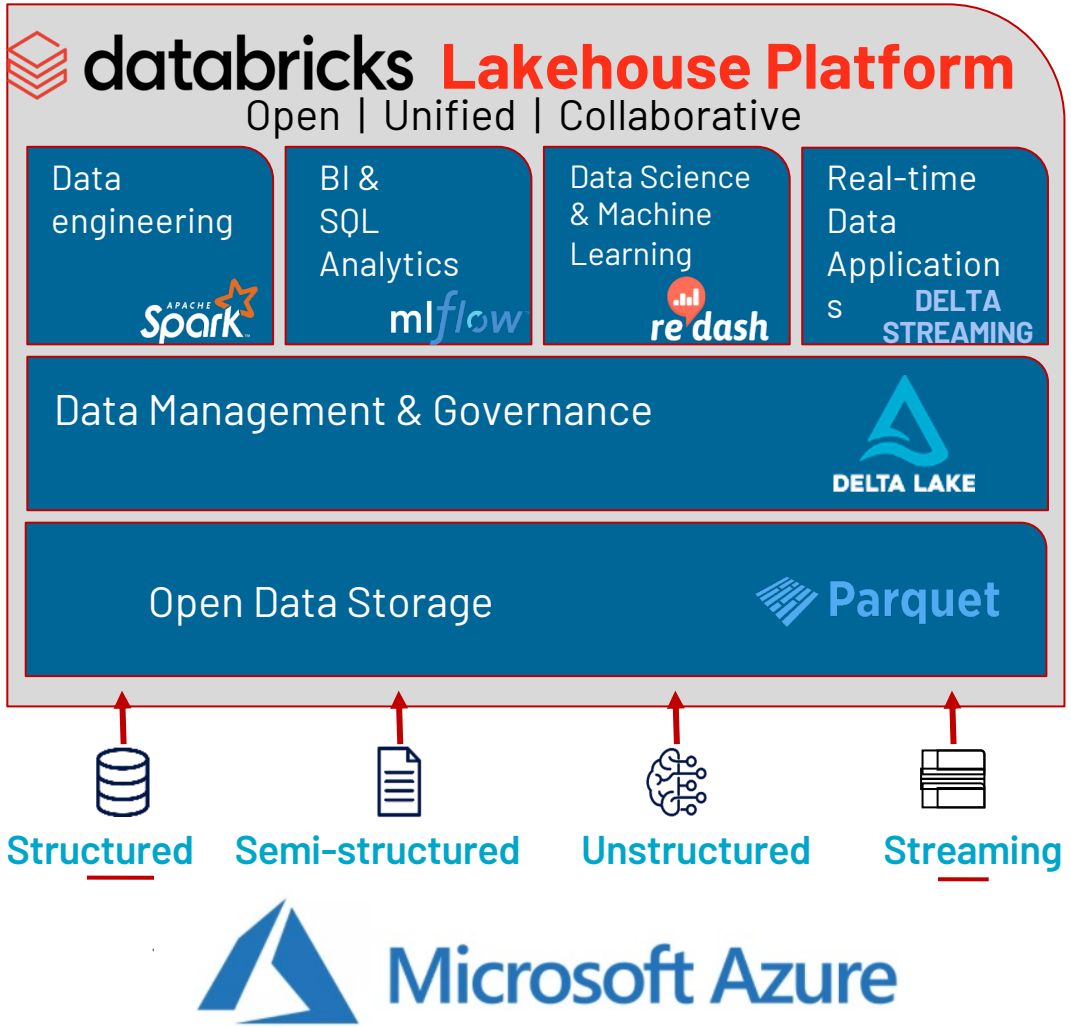
5% increase in revenue
25% increase in productivity
47% cost savings

Microsoft Banco de Chile

Azure Databricks is in a unique position to help you succeed

Solution

Challenges	Azure Databricks solution
Slow pace of transformation and adoption	Unified Platform for Data Processing: • Data Engineering • Data Science/ML • Business Intelligence
Improve operations for speed, efficiency and expertise	Get rid of silos by allowing many teams to collaborate under a safe and curated scheme
Limited prescriptive ideas	HR-free scale ML providing all the tools needed to move from exploration to deployment on a single platform



Comprehensive Security

Category	Feature	
Data Protection	Data in Transit	✓
	Data Encryption at Rest	✓
	Data Discovery and Classification	✓
Access Control	Object Level Security (Tables/Views)	✓
	Row Level Security	✓
	Column Level Security	✓
	Dynamic Data Masking	✓
Authentication	SQL Login	✓
	Azure Active Directory	✓
	Multi-Factor Authentication	✓
Network Security	Virtual Networks	✓
	Firewall	✓
	Azure ExpressRoute	✓
Threat Protection	Thread Detection	✓
	Auditing	✓
	Vulnerability Assessment	✓

Banking Use Cases and Accelerators

Nombre	Descripción
Modernize Risk Management	Traditional banks relying on on-premises infrastructure can no longer effectively manage risk. This solution helps FSIs adopt a more agile approach to risk management by unifying data and AI.
Data-driven ESG	ESG is widely considered a top-level initiative to achieve resilience and sustainable profitability in a rapidly evolving economic and environmental landscape. This solution provides companies and investors a holistic and data-driven view into ESG performance.
Fraud Prevention with Predictive Analytics	Curbing fraudulent or malicious behavior — from fraudulent securities trading to money laundering — is key to mitigating negative revenue impact. This solution provides ways to leverage data and machine learning to detect anomalies.
Credit Card Fraud with Geospatial Clustering	As consumers become more digitally engaged, large FSIs often have access to real-time GPS coordinates of every purchase made by their customers. In this solution centered around geospatial analytics, we show how the Databricks Lakehouse Platform enables organizations to better understand customers spending behaviors in terms of both who they are and how they bank.
Rule-based AI for Financial Fraud Detection	Preempt fraud with rule-based patterns and select ML algorithms for a successful and reliable fraud detection program, including anomaly detection and fraud prediction to respond to bad actors quickly.
Alternative Data for Investing	Make better investment decisions by revealing valuable insights about trends, behaviors and risks. Alternative data extends across a variety of use cases, including back-testing, market risk and ESG investing.
Personalization	Enrich transactions with contextual information (brand, category) that can be leveraged for downstream uses such as customer segmentation or fraud prevention.

Experience in Financial Services

Effective customer engagement	Decision services management	Risk and revenue management	Risk and compliance management	Recommendation engine
Customer profiles, credit history, transactional data, LTV, loyalty	Customer segmentation, CRM data, credit data, market data	Transaction data, demographics, purchasing history, trends	CRM, credit, risk, merchant records, products, services	Clickstream data, products, services, customer service data

Customer analytics

Customer 360

Customer segmentation

Reduce customer churn

Underwriting, servicing, and delinquency handling

Insights for new products

Financial modeling

Commercial/retail banking, securities, trading, and investment models

Decision science, simulations, and forecasting

Investment recommendations

Risk and fraud, threat detection

Real-time anomaly detection

Card monitoring and fraud detection

Security threat identification

Risk aggregation

Credit analytics

Enterprise DataHub

Regulatory and compliance analysis

Credit risk management

Automated credit analytics

Marketing analytics

Recommendation engine

Predictive analytics and targeted advertising

Fast marketing and multi-channel engagement

Customer sentiment analysis

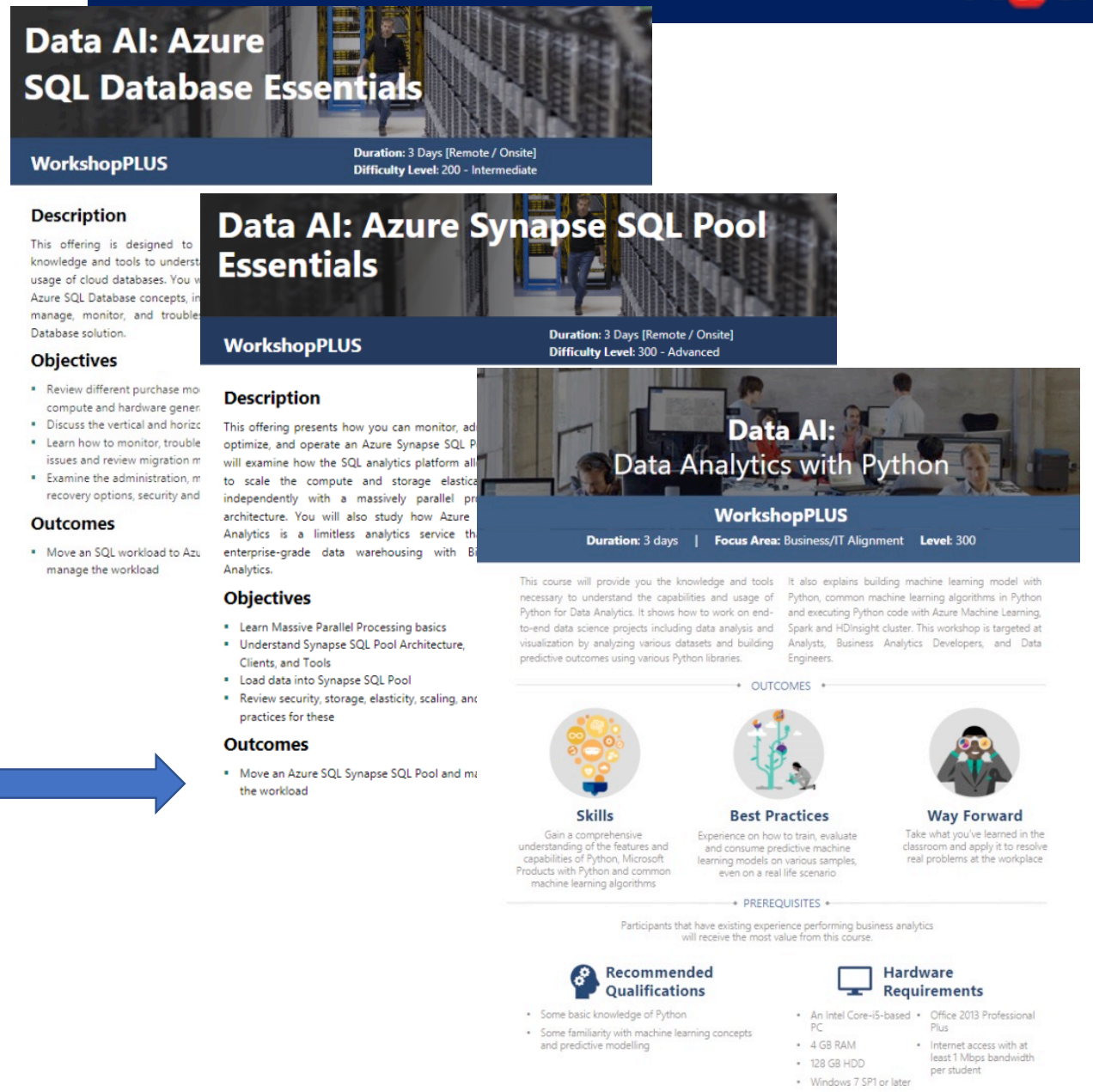
Facilitation of Adoption

Microsoft Cloud Solution Area

- Cloud Adoption Framework
- Well Arquitecture
- Workshops:
  - Azure Governance
  - Azure Fast Track (hadoop Migration)
  - Hans on OnDemand

Workshop hard Skills (Customer Engineer)

Área	Cantidad
Data and AI	22
PowerBI	9
Security y Apps	5



Premier support for Microsoft Azure included

Microsoft Azure training – ESI Program

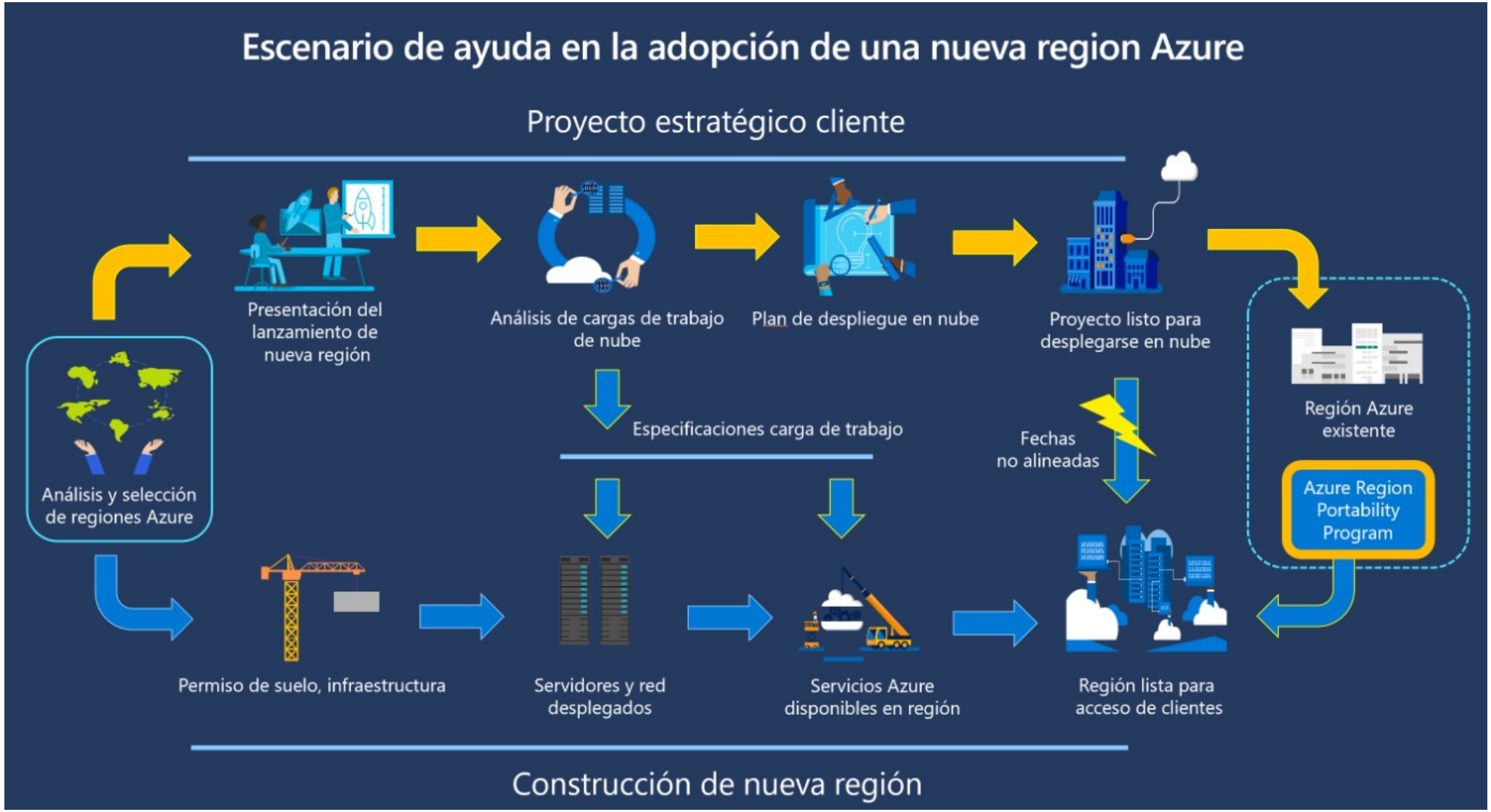
Microsoft kudaw

Courses related to certification

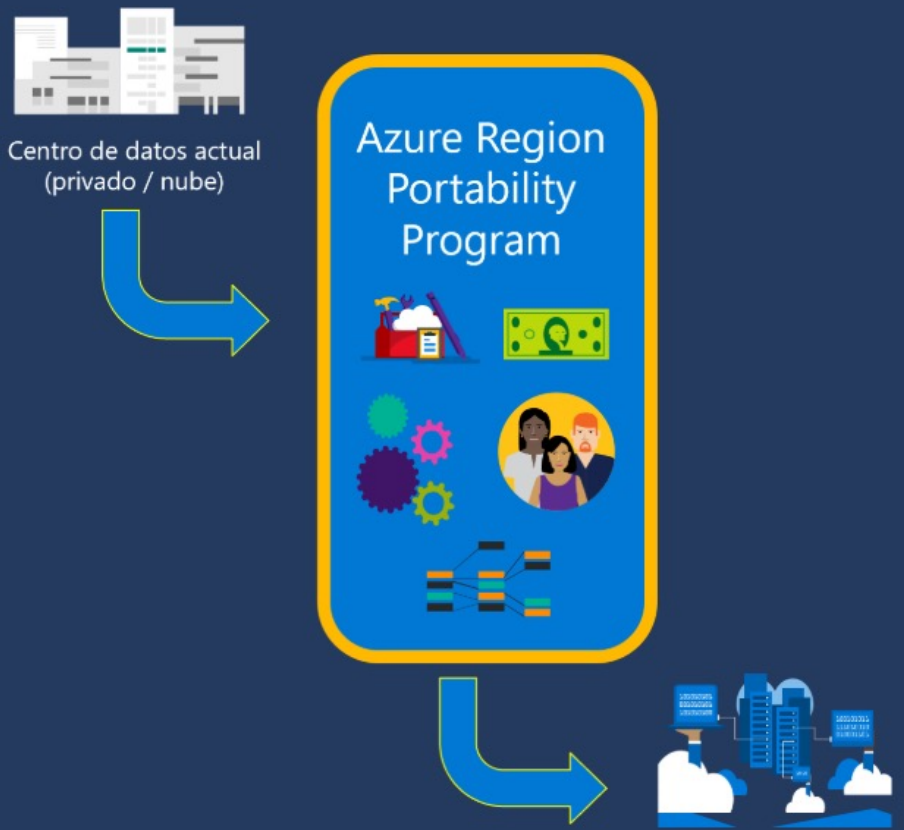
	Infra & Apps		Data & AI
Fundamentals Foundational understanding of technology	Azure Fundamentals (AZ-900)		Azure Fundamentals (AZ-900) Azure Data Fundamentals (DP-900) Azure AI Fundamentals (AI-900)
Role-based Technical skills required to perform a job	Azure Administrator (AZ-104) Azure Administration for AWS SysOps[1] (AZ-010) Azure Security Engineer (AZ-500) Azure Stack Hub Operator[1] (AZ-600) Azure Solutions Architect (AZ-303 + AZ-304) Azure technologies for AWS architects[1] (AZ-030)	Azure Developer (AZ-204) Azure solutions for AWS developers[1] (AZ-020) DevOps Engineer (AZ-400) Azure Network Engineer (AZ-700)	Azure Database Administrator (DP-300) Azure AI Engineer (AI-102) Azure Data Engineer (DP-203) Azure Data Scientist (DP-100 + DP-090) Data Analyst (DA-100)
Specialty Deep technical skills managing industry solutions	Azure for SAP Workloads (AZ-120) Azure Virtual Desktop (AZ-140)	Azure IoT Developer (AZ-220)	

Other courses

Windows Server 2019 Hybrid and Azure IaaS[1] (WS-012) Azure Stack HCI[1] (WS-013)	Migrating Application Workloads to Azure[1] (WS-050)	Migrate SQL Workloads to Azure[1] (DP-050) Migrate Open Source Data Workloads to Azure[1] (DP-070)	Migrate NoSQL Workloads to Azure Cosmos DB[1] (DP-060)


Escenario de ayuda en la adopción de una nueva region Azure
Proyecto estratégico cliente
Presentación del lanzamiento de nueva región
Análisis de cargas de trabajo de nube
Plan de despliegue en nube
Proyecto listo para desplegarse en nube
Análisis y selección de regiones Azure
Especificaciones carga de trabajo
Fechas no alineadas
Región Azure existente
Azure Region Portability Program
Permiso de suelo, infraestructura
Servidores y red desplegados
Servicios Azure disponibles en región
Región lista para acceso de clientes
Construcción de nueva región

Componentes del Azure Region Portability Program



Component	Scope
Ingeniería / Herramientas	Azure Resource Mover
Procesos / Recursos	Playbook, mejores prácticas, tutorials, documentación
Equipos Microsoft	Recursos técnicos especializados para ayudar con la migración
Mecanismos Inversión	Financiamiento compartido a través de programas de incentivo.
Socios externos	Integración con socios de tecnología Microsoft adicionales
Diferencia en precios y/o términos	Mecanismos para temporalmente mitigar diferencias en precio o términos de region a región.

Our Company

küdaw

Big Data & AI

Winner
Microsoft Partner
2018 Partner of the Year
Chile Partner of the Year
Microsoft

databricks

Partner
Important client partner in the Financial field

Kudaw es Partner Gold

CLOUDERA
Partner Silver

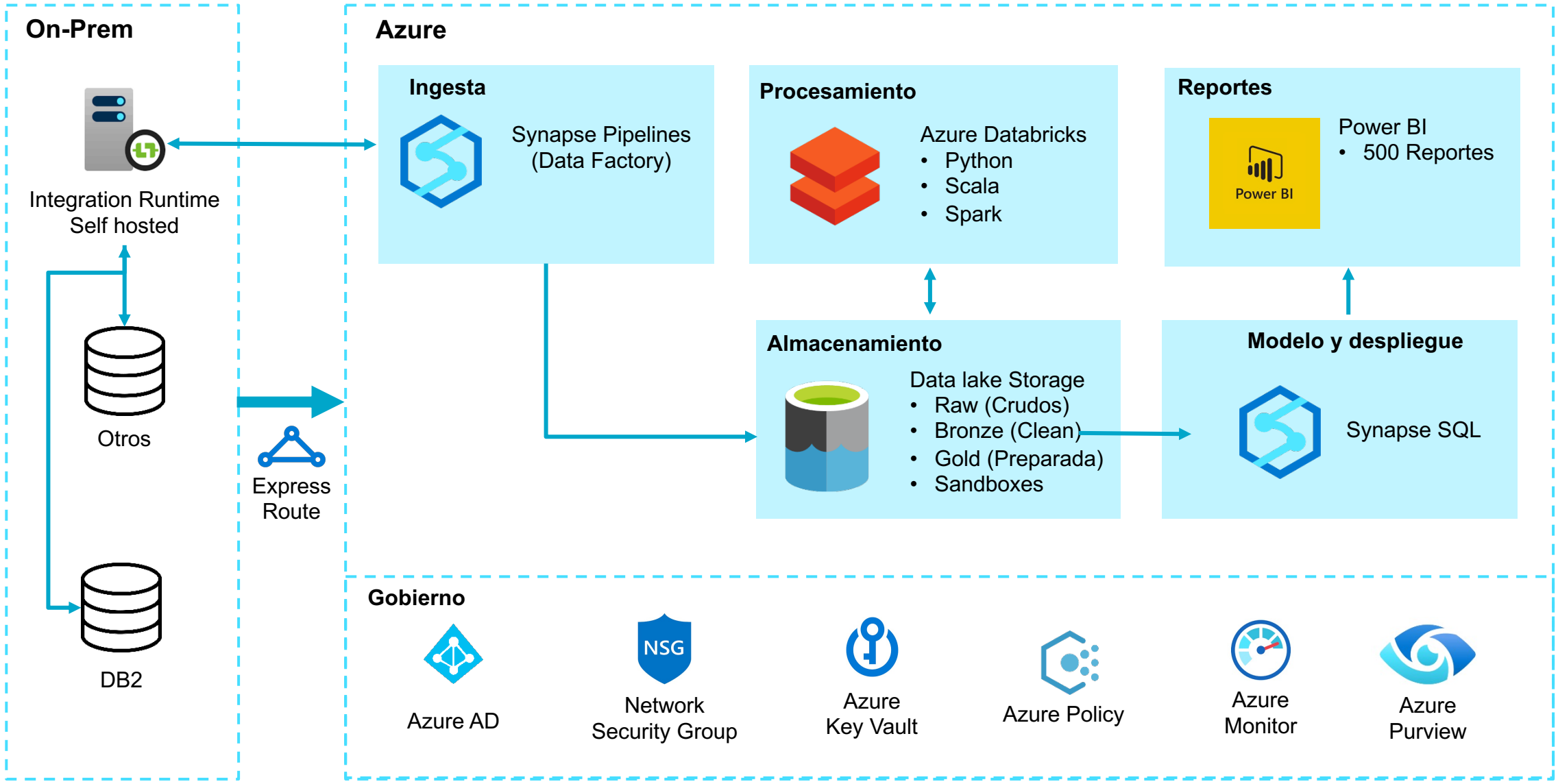
splunk>
Splunk
Partner Elite

- Founded in 2010
- BigData and AI Business Focus
- +300 projects in Big Data, Operational Intelligence, Transaction Analysis, Cyber Security and Fraud Detection, Advanced Analytics and Artificial Intelligence
- Main industries
  - Financial Services and Banking
  - Telecommunications
  - Retail
  - Tourism and Transport
  -
  - Presence in Latam & Europe

Scope

- ✓ Total project management and governance
- ✓ Enabling and configuring environment in Azure
- ✓ Migration of historical, incremental data and metadata
- ✓ Migration of ingestion, modeling and deployment processes
- ✓ Migrating huemul framework
- ✓ Migrate reports to Power BI
- ✓ Quality Assurance
- ✓ Process orchestration
- ✓ Configuring Monitoring Components
- ✓ Defining and Populating Data Catalog
- ✓ Knowledge transfer

Architecture



Components

Integration Runtime Self-hosted

Component responsible for providing data integration capabilities from different network environments. Work in conjunction with Synapse Pipelines to obtain on-prem data and send it to the Cloud environment

Data lake Storage

Massive data storage service. In it will reside all the historical and current data of the solution.

Synapse Pipelines (Data Factory)

Component responsible for orchestrating data copy flows between on-prem and cloud environments. It will relate directly to Integration Runtime Self-hosted.

Synapse SQL

Service that will allow you to query data stored in Azure Datal Lake Storage using the same capabilities of a SQL engine, even making use of SQL.

Azure Databricks

Data processing platform. It will be the main compute component, where current and new processes will run.

Service that will allow you to build and publish dashboards, visual reports, making use of the data and computing power of the solution.

Components

Network Security Group

Service that allows you to filter and restrict internal networks and communications between different Azure resources. Rules that allow or deny network traffic between the various resources in the solution will be used.

Azure AD

Microsoft's cloud-based identity and access management service, which helps your employees and applications sign in and access various resources. It will centralize the management of users and permissions for the different services of the solution.

Azure Key Vault

Service to store and access secrets securely, such as API keys, passwords, certificates or cryptographic keys. It will be the single repository of system keys.

Azure Policy

Service that allows to apply the standards of the organization and to evaluate its compliance. In this service, the necessary policies will be defined for the correct use of the solution and Azure resources.

Azure Monitor

It offers a comprehensive solution to collect, analyze and act on telemetry from your on-premises and cloud environments. It will allow to obtain, analyze and report on the status of each of the services that make up the solution.

Azure Purview

Unified data governance solution that helps manage and govern your data. It will be the task of this service to collect and allow the governance of data, knowing its classification and lineage.