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Intelligent customer experiences with Azure Synapse and Dynamics 365 Customer Insights: Proof-of-concept
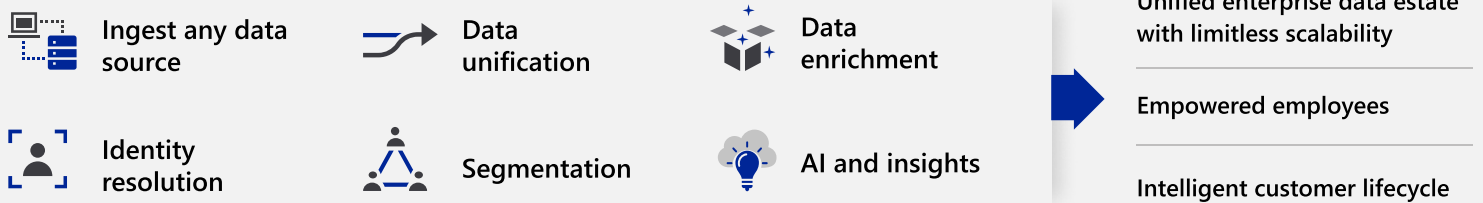
In the new digital economy, customer data is the key competitive differentiator that drives market success. Yet while data is critical, many organizations are still stuck in outdated methods, processes, and technology. Companies that are not adapting are finding their revenue and growth precipitously eroding as data-savvy competitors offer more personalized experiences that customers expect.

Only 13% of organizations claim a high degree of making the most of available customer data *-PwC*

63% of organizations polled stated the top obstacle to using customer data is the inability to unify it *– CDP Institute Member Survey*

Microsoft has brought together the **combined power of Dynamics 365 Customer Insights and Azure Synapse Analytics** to enable companies to unify customer data across all sources, gain a 360-degree view of customers, and unlock ML-driven insights to power personalized and memorable cross-channel experiences.

Ingest any data source

Data unification

Data enrichment

Identity resolution

Segmentation

AI and insights

Unified enterprise data estate with limitless scalability

Empowered employees

Intelligent customer lifecycle

Take the next step to unify your data estate and power intelligent customer experiences

In this proof-of-concept engagement, we help you understand how you can leverage this winning combination to unify your siloed data sources and derive insights that can power personalized experiences and processes.

Our delivery process

Assess » **Ingest data** » **Transform** » **Report** » **Publish**

Assess	Ingest data	Transform	Report	Publish
Review the data environment and define business challenges and opportunities.	Connect with relevant customer databases across multiple sources, both on-premises and cloud and import the data.	Connect with Azure Synapse, integrated with Dynamics 365 Customer Insights, and automate data transformation using Spark and Python.	Create a Power BI dashboard and display the report to business users.	Catalog the report and publish it in Azure Purview.

Our delivery process

🕐 Duration: 8 Weeks $ Cost: $100,000

1. Assessment report of your current environment
2. Customized proof-of-concept environment
3. Knowledge transfer to the internal team
4. Roadmap for moving from proof-of-concept to final implementation

About Cognizant

25+ years	in business with 2,500+ customers across the globe

FORRESTER
2020 Forrester/InfoWorld Enterprise Architecture Award for LexMark

FORRESTER
Recognized as a leader in the Forrester AI Consultancy Wave Report

■ Microsoft
2021 Partner of the Year Finalist for Power BI
2020 Partner of the Year for Government
2018, 2019 Partner of the Year Finalist for Data Analytics

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