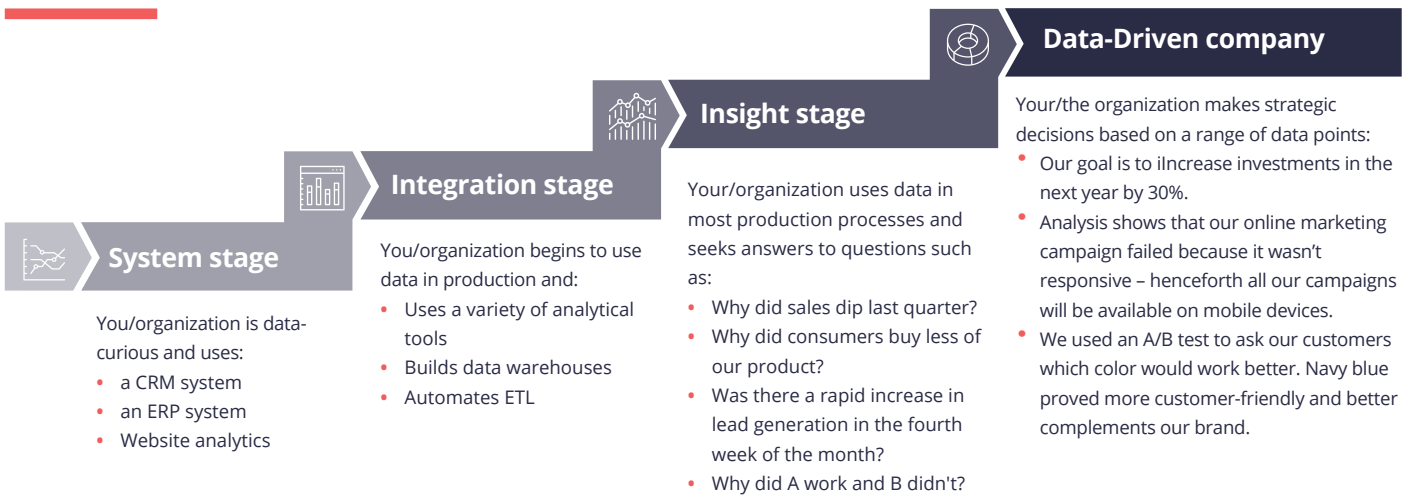# predica.

Data Warehouse Modernization
Become a Data-Driven company
with Microsoft Azure Cloud

Where are you on your journey to becoming a Data-Driven company?

Data-Driven company

Your/the organization makes strategic decisions based on a range of data points:

- Our goal is to iIncrease investments in the next year by 30%.
- Analysis shows that our online marketing campaign failed because it wasn't responsive – henceforth all our campaigns will be available on mobile devices.
- We used an A/B test to ask our customers which color would work better. Navy blue proved more customer-friendly and better complements our brand.

Insight stage

Your/organization uses data in most production processes and seeks answers to questions such as:

- Why did sales dip last quarter?
- Why did consumers buy less of our product?
- Was there a rapid increase in lead generation in the fourth week of the month?
- Why did A work and B didn't?

Integration stage

You/organization begins to use data in production and:

- Uses a variety of analytical tools
- Builds data warehouses
- Automates ETL

System stage

You/organization is data-curious and uses:

- a CRM system
- an ERP system
- Website analytics

Your most common challenges

- A lack of knowledge about your most valuable customers
- A lack of knowledge about customers' spending habits
- A lack of knowledge about customers' needs
- Missed sales opportunities
- Marketing campaigns that miss their mark
- Trouble comparing different countries and brands
- Trouble aligning social media data and company data

The reality you face

- Users require rapid delivery of new analytical models
- Millions of daily transactions and TBs of data; Expected data growth is 20/40/60% per year
- The solution must serve thousands of users and perform consistently
- Data must be accessible to business users and disruption-free (no maintenance window allowed)

Stay relevant with the right technology
Reliable services on Microsoft cloud

With Modern Data Warehouse you can:

Improve your Core Business

- Grow revenue
- Minimize costs
- Reduce risk

New Products and Services

- Analytics-enabled products
- Smart Metering
- Monetizing your data

and more...

New Business Models

- Data as products
- Smart citizenship
- Peer-to-Peer ride sharing
- Social networking sites

and more...

Get 'one version of the truth' for the entire enterprise and all scalable data in one place

We help you achieve a highly scalable Modern Data Warehouse that provides an enterprise-wide 'one version of the truth' based on Structured, Semi-structured, Unstructured or Streaming Data.

- Get insights from analytical dashboards, operational reports and advanced analytics for all your users.
- Rapidly integrate data into your environment.
- Enable innovative new data models.
- Increase release frequency with Data CI/CD.
- Integrate more efficiently, reducing time, cost and effort.

A results-driven approach

The largest independent restaurant operator in Central and Eastern Europe is expanding globally, adding to its base of 2500 restaurants across 30 countries and 50 000 employees. It had an issue with legacy IT on-premises infrastructure.

The main challenge was to build an Enterprise Data Warehouse to integrate data from multiple source systems, perform complex data analytics and prepare multiple reports and dashboards.

Thanks to Data Warehouse Modernization we helped the company:

- Ready a platform for a **four-fold increase** in sales transactions in the next 3 years
- Prepare their Data Warehouse for **grow of ~40%** every year, starting from 50 TBs
- incremental data packages from PoS systems will be loaded within **a 15-minute window** into Data Warehouse
- within 3 years the solution will serve **4x more users** than it does now

4x   **40%**   **15 min**   **4x**