



Save the Children

Azure Success Story

Save the Children builds a modern data warehouse with Attunity and Azure to gain real-time fundraising insights

Since its founding 100 years ago, Save the Children has changed the lives of more than 1 billion children. Driven by a belief that every child deserves a future, the renowned organization continues to embrace its global mission to give young lives a healthy start through programming, emergency response, and advocacy in over 120 countries. Their life-changing health and nutrition programs reached 33 million children in 2017 alone.

With donations and fundraising acting as the lifeline of their daily operations, Save the Children was hindered by siloed data that couldn't give them a real-time view of their outreach efforts. They found a solution in real-time data integration software from Attunity, a division of Qlik, paired with Azure Data Lake Storage and Azure SQL Data Warehouse.

“With Attunity and Azure, we’re able to better integrate data from multiple sources—including our CRM and ERP systems—so that data analysts have access to the freshest data possible for real-time analytics and reporting.” – Santha Kumar, Director of Application Architecture and Development, Save the Children

Addressing the challenge of disconnected data

As a global organization, Save the Children faced a serious data challenge. Data was siloed in disparate systems, in a variety of formats and schema, and was difficult to unify. Their IT Business Solutions Group had tried implementing ETL (extract, transform, and load) tools to move data in batches, but these tools proved ineffective for moving bulk data. As a result, Save the Children's analysts had to rely on outdated or incomplete data, which made basic tasks like meeting fundraising targets exceedingly difficult.

Improving data with speed, security, and scalability

To overcome the limitations of slow and siloed data, Save the Children turned to Attunity. Their Attunity Replicate software empowers complex organizations and businesses to replicate, ingest, and stream valuable information across on-premises and cloud environments as part of a modern data warehouse solution.

The solution combines the data streaming capabilities of Attunity Replicate with Microsoft Azure services, including Azure Data Lake and Azure SQL Data Warehouse, to give Save the Children analysts access to real-time information, regardless of source or schema.

Attunity Replicate migrates data efficiently and securely from more than 30 sources into Azure Data Lake, creating a real-time pool of data for analysts to query against using visualization tools like Power BI. Structured data such as donation amounts is stored and queried alongside unstructured sources such as texts or social media posts to give analysts the flexibility to gain far-reaching insights for real-time analytics, reporting, and fundraising.

When data is ready for complex analysis, it is moved to Azure SQL Data Warehouse, which uses Massively Parallel Processing (MPP) to quickly run complex queries across petabytes of data. The data warehouse acts as Save the Children's single version of truth for insights.

Tech-based solutions working in tandem

As a Gold Microsoft Partner and a business collaborator for over 20 years, Attunity runs its own business on Microsoft solutions and educates their engineers through the Microsoft Certified Solutions Expert certification program. "Our expanded strategic partnership with Microsoft enables us to jointly engage customers like Save the Children worldwide to drive large-scale migrations to Azure," says Itamar Ankorion, Managing Director for Data Integration at Qlik.

"Microsoft customers can be assured that there will be a tight integration between Attunity solutions and Microsoft solutions because of our partnership."

— Carole Gunst, Director of Strategic Marketing, Qlik

Save the Children continues to benefit from Attunity's technology, which in turn benefits children around the world when they need it most. Now analysts can access data, run up-to-the-minute reports, and react instantly to pressing needs and more easily meet their fundraising goals. Moving to data lake storage using Attunity Replicate helps the organization better understand financial information as it happens—

while giving their IT team real-time data from their customer relationship management (CRM) and enterprise resource planning (ERP) platforms.

Automation to meet future needs

Building on the success of their modern data warehouse solution, Save the Children plans to automate their data warehouse with Attunity Compose in the next few months. By continuing to gain efficiencies and insights through the use of cloud-based solutions, Save the Children is able to better embody its mission and transform the lives of children around the world.

“Attunity and Microsoft have helped Save the Children modernize their data estate and is a great example of how we are #BetterTogether.” – Kevin Pardue, Director ISV Alliances, Qlik