

MODERN DATA PLATFORMS

CLUSTER REPLY CORPORATE INTRODUCTION



**Our experts actively shape our common future
in partnership with our customers and Microsoft**



MICROSOFT PARTNER

SKILLS | PROGRAMS | AWARDS

PARTNERSHIP

- **Global Services Provider** for Microsoft Corp and managed partner in 6 countries
- **2,000+ consultants** on Microsoft technologies, 1500+ Microsoft certifications
- **Partner programs:** Azure Expert MSP (renewal pending), Azure IoT Elite, Mixed Reality, M365 Fast Track Ready, SLATE (Teams aaP), Solution Assessment, AAAP, Viva Jumpstart
- **Cloud Solution Provider Direct** in EMEA, LATAM, USA
- **Premier Support for Partners** global agreement

20+ YEARS OF MICROSOFT PARTNERSHIP

AWARDS

- 2021** Best Azure Partner
- 2021** Best Corporate Partner
- 2020** Partner of the Year (IT)
- 2020** Best Azure Adoption Partner
- 2020** Best Corporate Partner
- 2019** Digital Transformation Champ Award
- 2019** Partner Award for Modern Workplace (US)
- 2018** Best Azure Solution Provider
- 2018** Worldwide Partner of the Year – Health (UK)
- 2013** Worldwide Partner of the Year – Cloud (UK)

Winner
Microsoft Partner
of the Year



10+ MICROSOFT AWARDS

 **Microsoft**
Partner Advanced Specialization

DESIGNATIONS

- **Infrastructure**
- **Application Innovation**
- **Data & AI**
- **Security**
- **Modern Work**
- **Business Applications**


Microsoft Cloud

6/6 Designations

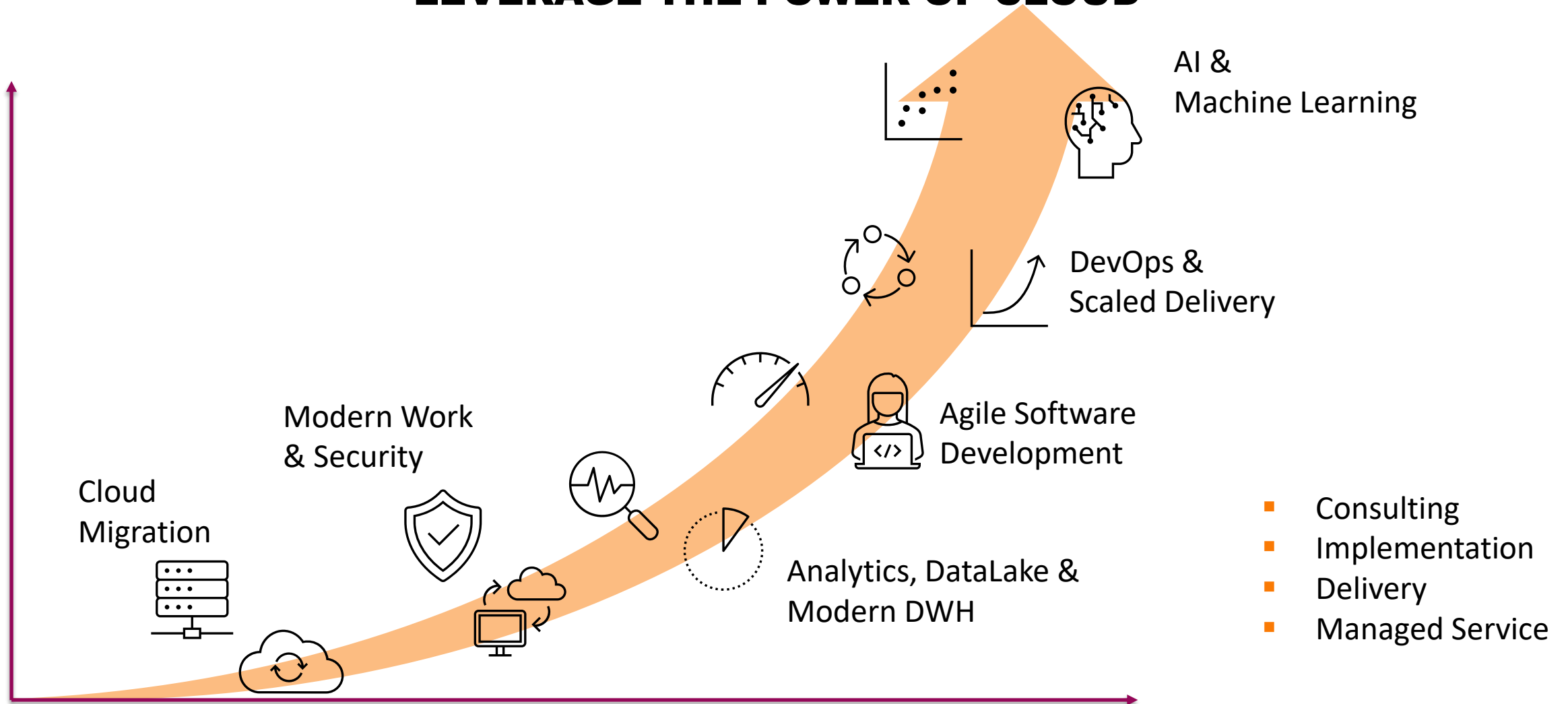
SPECIALIZATIONS

- Analytics on Microsoft Azure
- Kubernetes on Microsoft Azure
- Microsoft Windows Virtual Desktop
- Modernization of Web App to Microsoft Azure
- Windows Server and SQL Server Migration to Microsoft Azure
- Low Code Application Development
- Cloud Security
- Id & Access Management
- Information Protection & Governance
- Threat Protection
- Adoption and Change Management
- Calling for Microsoft Teams
- Custom Solutions for Microsoft Teams



DIGITAL TRANSFORMATION

LEVERAGE THE POWER OF CLOUD



A CLOUD JOURNEY

REALIZE THE VALUE OF DIGITAL TRANSFORMATION



Business Applications

- › ERP & CRM
- › Sales
- › Customer Service
- › Marketing
- › Field Service
- › Project Service Automation
- › Customer Insights

Artificial Intelligence

- › Image Processing
- › Natural Language Processing
- › Smart Apps using cognitive services
- › Recommender systems
- › Bots
- › Time series & regression models

Cloud Infrastructure

- › Cloud Transition
- › Cloud & Hybrid Network
- › Data Security and privacy
- › Cloud Modern Workplace
- › Governance
- › Adoption and Change Management

Data

- › Business Intelligence
- › Modern Datawarehouse
- › Big Data & Analytics
- › Internet of Things
- › Modern Reporting
- › Data Governance

Cloud Applications

- › Application Development
- › Azure Integration
- › Agile Transformation
- › DevOps
- › Industry Cloud
- › Cloud IoT



A CLOUD JOURNEY

TECHNOLOGY LANDSCAPE



Cloud Applications

- › App Service
- › Service Fabric
- › Azure Kubernetes Services
- › Azure Functions
- › Logic Apps
- › API Management
- › DevOps

Cloud Infrastructure

- › VM scale sets
- › Virtual Network
- › Express Route
- › Firewall
- › SAP Azure Monitor
- › Application Insights
- › Azure Sentinel
- › Azure Defender
- › Intune
- › Azure Active Directory
- › AzureAD B2C
- › Azure Virtual Desktop

- › Microsoft 365

Artificial Intelligence

- › Azure Machine Learning
- › Cognitive Services
- › Databricks
- › OpenAI

Data

- › Synapse
- › Purview
- › HDInsight
- › Data Lake
- › Data Factory
- › Azure SQL
- › IoT Hub
- › Power BI
- › Fabric

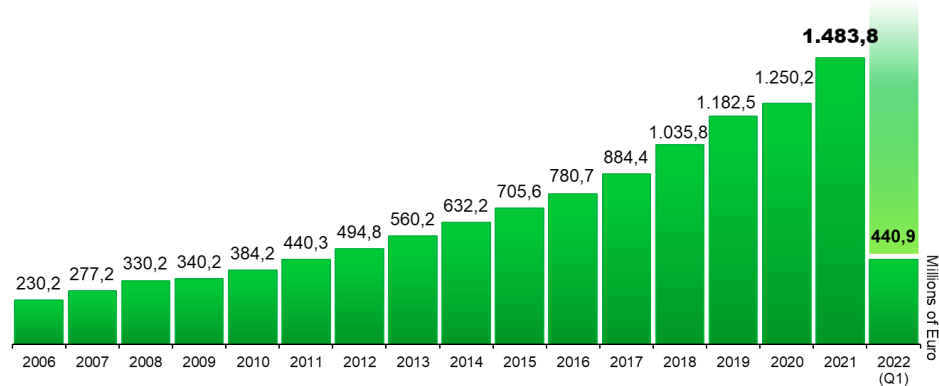
Business Applications

- › Sales
- › Customer Service
- › Marketing
- › Field Service
- › Project Service Automation
- › Customer Insights
- › Finance & Operations



REPLY AT A GLANCE

REVENUE & PEOPLE



WHERE WE ARE



REPLY SERVICES

INTERNET OF THINGS	AUTONOMOUS VEHICLES	INDUSTRY PLATFORMS	RETAIL & CPG	CUSTOMER EXPERIENCE	IMMERSIVE EXPERIENCE
	INDUSTRIAL SYSTEMS		ENERGY		DESIGN & UX
	CONNECTED PRODUCTS		HEALTHCARE		VIDEO
	ENERGY ECOSYSTEMS		TELECOM & MEDIA		SOCIAL MEDIA & STORYTELLING
	HEALTHCARE		MANUFACTURING & LOGISTICS		DIGITAL ECOSYSTEM
INTELLIGENT AUTOMATION	ARTIFICIAL INTELLIGENCE			MACHINE LEARNING	
DEVELOPMENT & OPERATIONS	CLOUD PLATFORMS			DATA	
SECURITY OPERATION CENTER	CYBERSECURITY			SECURITY CONSULTING	

MAIN AWARDS & ACHIEVEMENTS

2022 PREMIER PARTNER GOOGLE 2022 Like Reply	2022 IBEXA NATIONAL PARTNER OF THE YEAR 2022 IN THE DACH REGION Comwrap Reply	2022 SAP RECOGNIZED EXPERTISE DESIGNATION FOR UTILITIES, CONSUMER PRODUCTS AND RETAIL Syskoplan Reply, 4brands Reply, Power Reply, Portatech Reply	2022 INNOVATOR IN THE AVASANT RETAIL DIGITAL SERVICES 2022-2023 RADARVIEW™ Reply	2022 "BEST IN CLASS" PROVIDER IN PAC INNOVATION RADAR "SAP-RELATED SERVICES IN GERMANY 2022" Reply	2022 PLATINUM PARTNER Open Reply	2022 SALESFORCE CONSULTING PARTNER AND EXPERT IN SALES & SERVICE CLOUD, AUTOMOTIVE & MANUFACTURING Atlanis Reply
2022 PREMIER CLOUD SOLUTION PARTNER Blue Reply	2021 GREAT PLACE TO WORK CERTIFIED™ Airwalk Reply	2021 6 MICROSOFT ADVANCED SPECIALIZATIONS STATUS Cluster Reply, Solidsoft Reply, Valorem Reply, WM Reply, Business Elements	2021 FRAUNHOFER VALIDATION FOR MATERIAL FLOW AND LOGISTICS (ILM) Click Reply, LEA Reply	2021 ADOBE EXPERIENCE MANAGER - FORMS SPECIALIZED PARTNER Active Reply	2021 AWS COMPETENCY IN SECURITY, FINANCIAL SERVICES, RETAIL, ENERGY Airwalk Reply, Data Reply, Retail Reply, Sense Reply, Spike Reply, Storm Reply	
2021 SAP QUALITY AWARD - RAPID TIME TO VALUE Syskoplan Reply	2021 NIELSEN NORMAN INTRANET DESIGN ANNUAL AWARD 2021 Bitnama Reply, Cluster Reply	2021 ORACLE NETSUITE NETSUITE FY21 TOP INNOVATION AWARD Air Reply	2021 BEST GROWTH STRATEGY Threepipe Reply	2021 LEADER IN MAGIC QUADRANT FOR CRM AND CX IMPLEMENTATION SERVICES WORLDWIDE Reply	2021 INTERACTIVE KEY AWARD Triplesense Reply	
2021 14 ORACLE SERVICE EXPERTISE CERTIFICATIONS Reply	2021 ENGINEERING EXCELLENCE AWARD Go Reply	2021 BVW INTERNET AGENCY RANKING 1st PLACE Reply Digital Experience	2021 FINALIST OF THE EMPLOYEE EXPERIENCE 2021 MICROSOFT PARTNER OF THE YEAR AWARD WM Reply	2021 VISIONARY IN MAGIC QUADRANT FOR WMS, VENDOR IN CRITICAL CAPABILITIES FOR WMS Reply	2021 DIAMOND LEVEL PARTNER Reply	



REPLY NETWORK



>12000
Consultants



>140
Boutiques



>1 Bn €
Revenue



Industry
Partnerships

 **Microsoft**
Certified Gold Partner



Platinum Partner



SAP Alliance Service Partner

ORACLE[®]
Platinum Partner



World Wide Premier Partner



Premier Partner



USE CASE & SUCCESS STORY





SUCCESS STORY

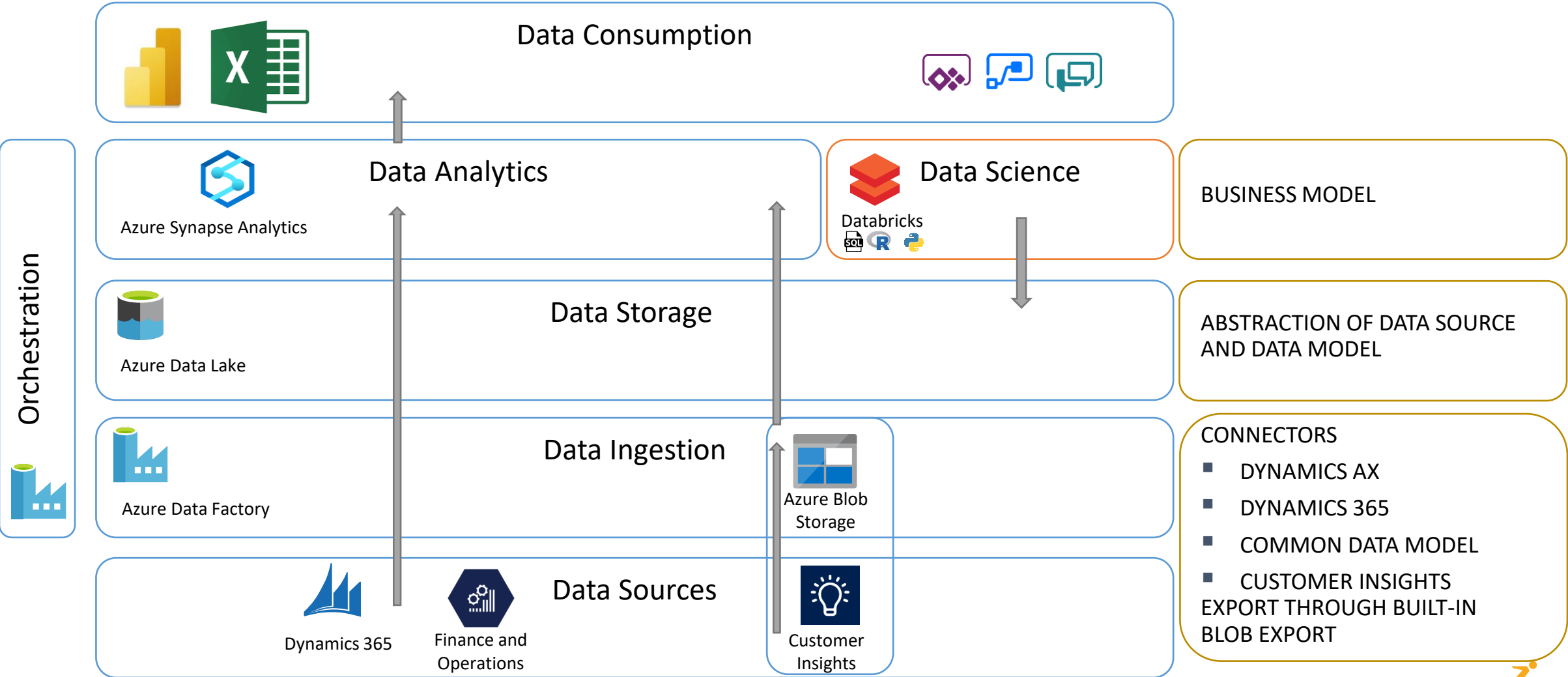
MODERN DATAWAREHOUSE TRANSFORMATION

Client	Green Energy
Challenge	Whereas the energy sector was in the past a highly one way and very anonymous business. The customer data landscape was a collection of silos. No „single-point-of-data“ landscape increases the time for decisions extremely. The customer decided to start the journey of modern data transformation.
Solution	Based on the Microsoft Azure Stack an Enterprise Data Warehouse including Self-Service BI was built. During the project the functions were enable to generate insights by themselves and established a data driven decision making culture. The system was established from the business department to the marketing department.
Benefit	Gaining customer knowledge Fact based decisions Budget alloaction due to performance
Technologies	Azure Synapse Azure Analysis Services Power BI Dynamics 365



SUCCESS STORY

MODERN DATAWAREHOUSE TRANSFORMATION

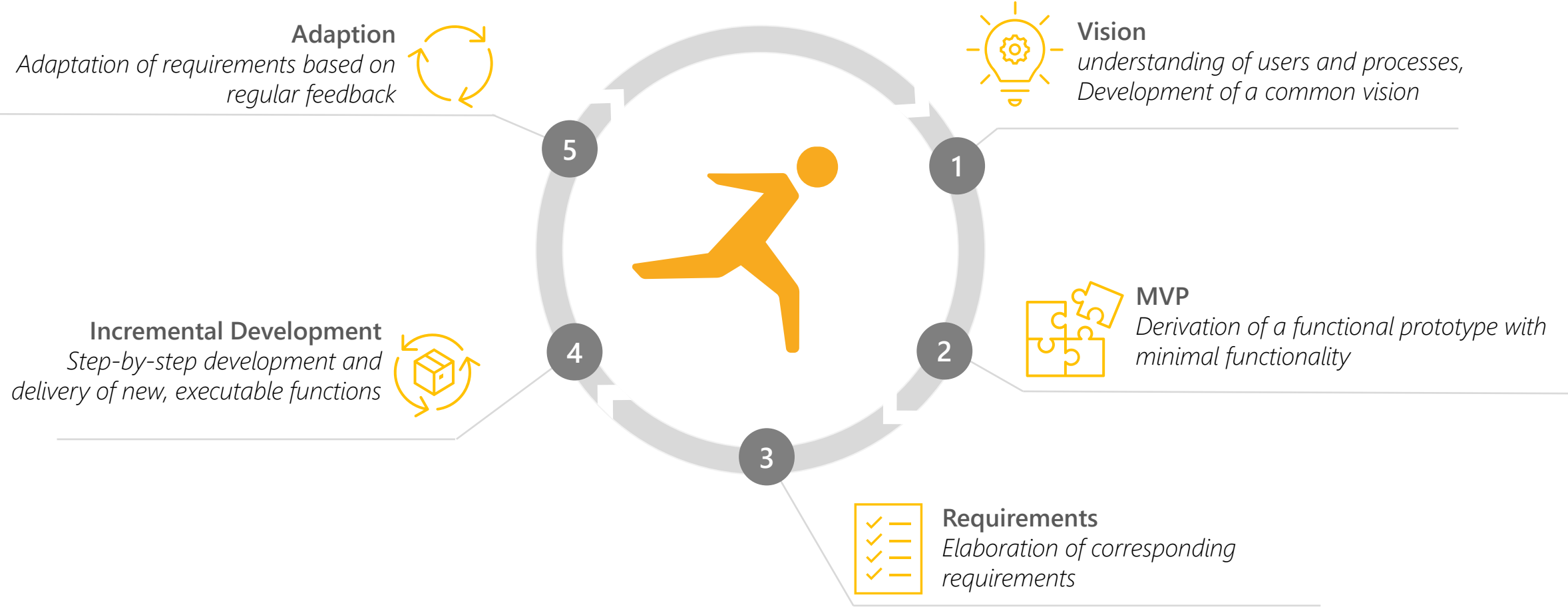


METHOD



METHOD

AGILE IMPLEMENTATION



METHOD

PROJECT PRINCIPLES



Use Case oriented thinking

Development of new functionalities based on use cases



Incremental approach

Development of small, functional components (end-to-end)



Regular exchange

Regular planning, prioritization and acceptance of requirements



Fast Feedback

Early involvement of users and their feedback



Transparency

Regular communication of progress and challenges



ENVISIONING A MODERN DATA WAREHOUSE



DELIVERABLE

WORKSHOP

Preliminary talk

1
hour

Collect general information about customer processes and existing IT infrastructure

Evaluate data transformation strategy

Identification of Pain Points

Discussion about potential Use Cases

Big Picture

4
hours

Investigation of existing data sources and IT infrastructure

Select fields of application to be covered by the Data Analytics Platform

Definition of use case for each field

Development of a common vision based on use cases

Roadmap

4
hours

Requirement engineering for use case
Specify technical prerequisites
Describe implementation strategy

Definition of MVP* based on use case

Create architectural design of the data warehouse based on the requirements of the use case(s)

Development of a project plan

Results Call

1
hour

Management summary

Workshop Recap

Solution Design

Project Plan

Effort estimation & Offer

* A working prototype with minimal functionality that allows it to be delivered quickly, providing initial experience for project stakeholders.



DELIVERABLE

TECHNICAL SOLUTION DESIGN

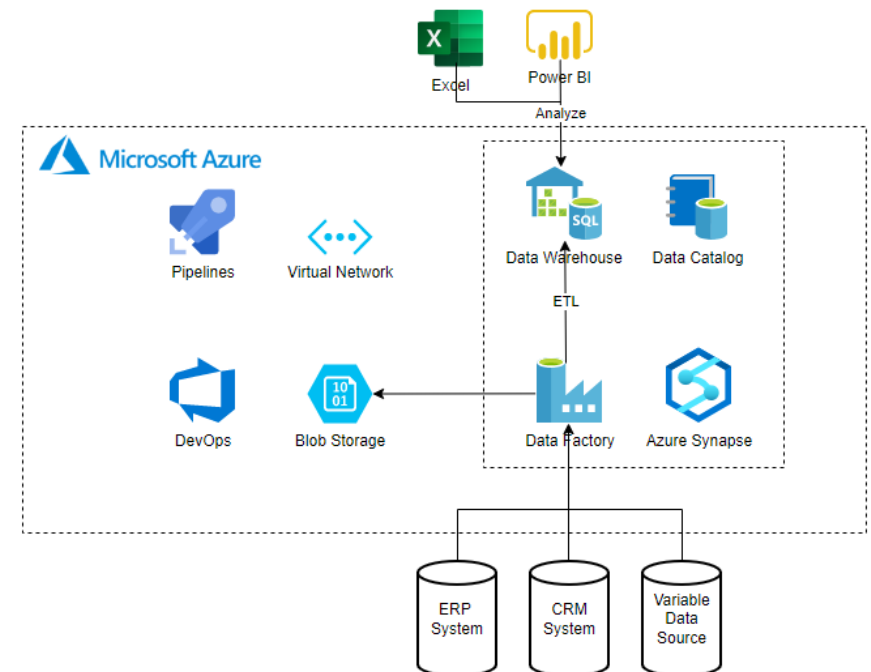


Solution Design

Our architects build technical design solutions according to established best practices in coordination with your requirements. We focus on the customer's specific needs and challenges in order to find the most optimal solution. The source systems are treated agnostically, and the solution is optimally adapted to their use.

Implementation Use Case

Data is pulled from various data sources on a scheduled interval. An Azure Data Factory Pipeline is being used to process custom made tasks. Within Azure Synapse, ETL Pipelines build up the different layers of the Data Warehouse. A Unified Data Model harmonizes the differently treated entities to present a single point of truth to the endusers. Business Users connect to the Datawarehouse using PowerBI. Users will be eligible to view only their respective Data. Data manipulation done by endusers will not persist on the Data Warehouse level.



DELIVERABLE BACKLOG

TinyHouse Team

Board Analytics View as Backlog

To Do

- 3 Build trigger function** (State: To Do, Progress: 0/3)
 - Define input folder structure
 - Azure BLOB Storage trigger for Azure Functions
 - Extract BLOB Storage content
- 8 Visualize with Power BI** (State: To Do, Progress: 0/2)
 - Connect to Power BI
 - Visualize

Doing (3/5)

- 4 Archive file** (State: Doing, Progress: 1/2)
 - Define folder structure
 - Save file to folder
- 6 Transform data with ADF** (State: Doing, Progress: 6/7)
 - Determine which format is to be used
 - Cut-off source file header
 - Transform xlsx file to SQL appropriate format
 - Create Master Pipeline
 - Create Data Flow for transformation
 - Create pre-processing Python script
 - Create Azure Batch Service/Azure Functions for Python script
- 7 Creation of DWH structure** (State: Doing, Progress: 3/3)
 - Determine which technology is to be used as Data Warehouse
 - Create table blueprint
 - load data into table

Won't Do (2/5)

- 22 DevOps - CI/CD** (State: To Do, Progress: 0/3)
 - Organize Git Repository
 - Organize DevOps Board
 - Build CI/CD Pipeline
- 24 Database Modelling** (State: To Do, Progress: 5/8)
 - Determine Data Model
 - Determine foreign keys
 - Creation of Staging tables
 - Creation of table structure
 - Link tables through foreign keys
 - Fill dwh tables with stg tables
 - Create views for Power BI connection
 - Link Resource Allocation with other tables

Done

- 32 Build Infrastructure with Terraform** (State: Done, Progress: 3/3)
 - Write main.tf
 - Write variables.tf
 - Apply scripts
- 25 Build trigger in ADF** (State: Done, Progress: 2/2)
 - Build trigger
 - Implement Trigger to Pipeline

Roadmap - User Stories

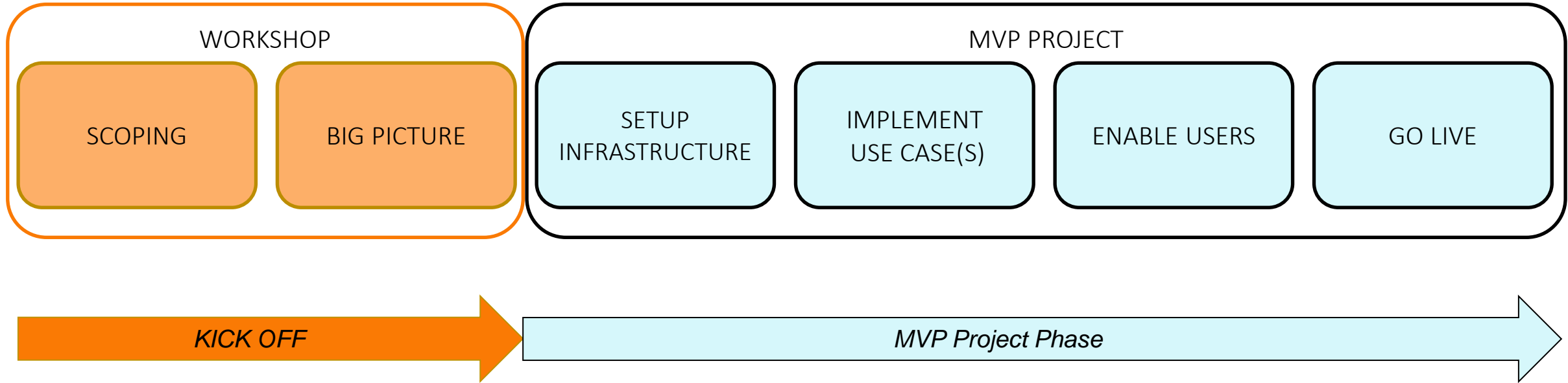
An agile backlog not only simplifies release and iteration planning, but includes all tasks for a team. The Product Backlog consists of a list of items that need to be completed during the development of the product.

A well-maintained backlog provides complete transparency of tasks and planning for each team member. In addition, it opens full control over the tasks, the distribution and processing of tasks.



DELIVERABLE

PROJECT PLAN



ONE PAGER

Costs for the Workshop

<i>Services</i>	
<i>Workshop:</i>	+7.999€
<i>Possible Deductions</i>	
<i>Workshop with subsequent project:</i>	-7.999€
<i>Discount on first 75.000€ project costs:</i>	-10% ~ 7.500€

Workshop Format

Preliminary Talk – 1h 1

Introduction of customer processes, contexts and data strategy. Discussing the pain points and Use Cases.

Big Picture – 4h 2

Overview of the existing data sources and IT infrastructure, with the selection and definition of application use cases.

Roadmap – 4h 3

Identify the main technical prerequisites and architectural design for the implementation strategy of the MVP.

Results – 1h 4

Mgmt. summary for stakeholders to support a decision and presentation of solution design and roadmap for next steps.

Business Problems and Added Value

Unification: Turn consolidated view across multiple systems into a single Point of Truth for the entire Enterprise.

Harmonization: Turn not harmonized and error-prone data, with too many different KPI definitions into harmonized KPI definitions with little to no error probability.

Reporting: Turn necessary manual post-processing and manually created reports into automated procedures.

Time-to-Market: Turn time intensive development of new use cases into short termed solutions.

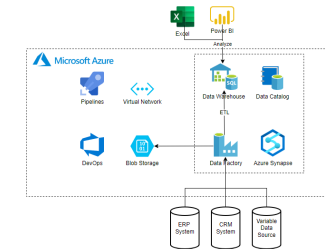
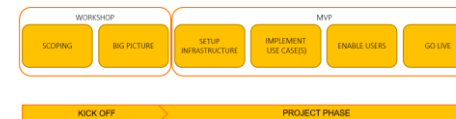
Lack of Know-How: Turn knowledge gaps into knowledge bases.

Time Delay: Eradicate time delays of current data and the business transactions to become visible.

Achievable by

Deliverable: Solution Design and Project Plan

Our architects build technical design solutions according to established best practices in coordination with your requirements. We focus on the customer's specific needs and challenges in order to find the most optimal solution. Using the best tailored technology solution based on the Azure Stack, we combine data from all possible data sources and visualize it for further utilization. We use agile methods to deliver successful projects of various forms.



CONTACT





Vincent Calil-Hanna

Business Unit Manager



Cluster Reply GmbH
Office München



v.calilhanna@reply.de
+49 170 4546026

Erik Christiansen

Business Unit Manager



Cluster Reply GmbH
Office Hamburg



e.christiansen@reply.de
+49 152 54911439

