

accenture



avanade

# From Fragmented Data to Intelligent Enterprise

Modernizing enterprise data platforms with Microsoft Fabric

# Reinventing the data foundation for the AI era

A decade ago, leaders declared that every company was becoming a technology company. Soon after, we agreed that every company was a data company. Today, the imperative is even clearer: every company must become an AI company.

But becoming an AI-powered enterprise is not about deploying models or copilots in isolation. It is about strengthening the foundation beneath them.

Artificial intelligence magnifies the value of data — and exposes its weaknesses. When data is fragmented across platforms, inconsistently governed or delayed by complex integration pipelines, AI initiatives stall. When data is trusted, unified and accessible in real time, AI accelerates decision-making, operational performance and innovation at scale.

According to **Accenture and Avanade research**, organizations that modernize their cloud, data and AI foundations together are significantly more likely to scale AI successfully and outperform peers. Yet many enterprises still struggle with fragmented data estates that inhibit enterprise-wide AI adoption.<sup>1</sup>

---

<sup>1</sup> Accenture – Reinventing with a Digital Core:  
<https://www.accenture.com/us-en/insights/technology/reinventing-digital-core>

This is the shift now underway across industries. Organizations are moving beyond experimentation toward enterprise-wide AI adoption. To succeed, they must modernize their data estates not by layering on more tools, but by simplifying and unifying them.

That is where Microsoft Fabric becomes foundational — and where Accenture and Avanade help organizations translate complex business challenges into measurable outcomes through modern data and AI foundations.

AI does not create value from fragmented data. It multiplies the value of unified, trusted data.

**Becoming AI-ready requires more than adding copilots or models. It requires:**

01

A unified and open **data foundation**

---

02

**Governance** embedded by design

---

03

Real-time **operational intelligence**

---

04

**AI-infused user experiences** for business users—not just technologists

---

# Architecting the unified data platform

---

At its core is OneLake — a unified, multi-cloud data lake that eliminates the need to synchronize data across disconnected storage layers.

---

Microsoft Fabric represents a structural shift in how enterprise data platforms are designed and operated.

Delivered as a SaaS solution, it brings together data engineering, analytics, governance and real-time intelligence into a single integrated environment.

**Avanade Trendlines: AI Value Report 2025**, based on a survey of 4,100 decision-makers globally, found that poor data quality and fragmentation continue to hold back AI adoption, reinforcing that unified, contextualized data foundations are essential for scaling analytics and

AI responsibly.<sup>2</sup> And this is where Fabric comes into play.

At its core is OneLake — a single logical data lake built on Azure that unifies enterprise data without disconnected storage layers. Through shortcuts and mirroring, Microsoft Fabric can access data across clouds without duplication. Fabric also integrates lakehouse and warehouse experiences natively and embeds Power BI directly into the platform.

---

<sup>2</sup> Avanade Trendlines: AI Value Report 2025: <https://www.avanade.com/en/insights/trendlines>

Fabric simplifies architectures that were previously stitched together across multiple tools and services. It reduces data movement, eliminates redundant pipelines and accelerates time to value.

Importantly, Microsoft Fabric does not demand disruptive rip-and-replace transformation. It integrates with existing investments across Azure-native and third-party ecosystems, enabling organizations to modernize progressively while protecting prior investments.

Accenture and Avanade have deployed Microsoft Fabric internally at enterprise scale, modernizing our own data foundations and evolving toward domain-driven, AI-ready operating models. This experience informs how we guide clients through phased modernization, governance integration and real-time intelligence adoption.

### At its core, Fabric provides:



**OneLake** as a single, logical data lake built on Azure



**Cross-cloud data access** through shortcuts and mirroring



**Lakehouse and warehouse experiences** integrated natively



**Power BI** is embedded, not bolted on



**AI and Copilot** experiences built directly into the platform

# Modernization without migration risk

## Mirroring in Fabric

For many enterprises, the greatest barrier to modernization is migration risk. Rebuilding pipelines, refactoring legacy ETL frameworks and disrupting operational systems can delay transformation for years.

Mirroring in Microsoft Fabric addresses this challenge directly. It allows organizations to replicate a growing set of sources into OneLake in near real time — without rebuilding complex ETL pipelines. Instead of extracting and reshaping data through custom code, Mirroring continuously synchronizes source systems directly into the secure and governed Fabric environment.

### From there, data can be:



**Queried**  
in lakehouse  
or warehouse  
formats



**Combined**  
with historical  
and domain  
data

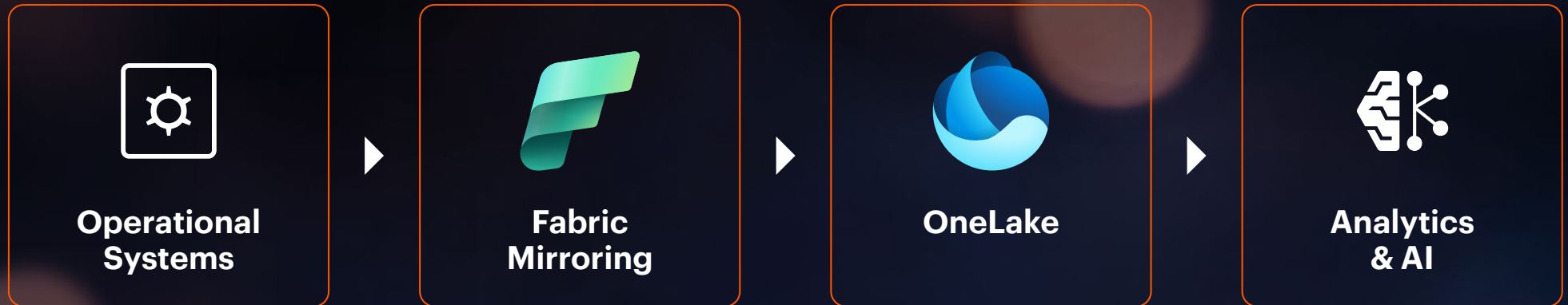


**Used** for  
advanced  
analytics and  
AI scenarios



**Visualized**  
immediately  
in Power BI

## This enables a high-level process flow:



The impact is significant. Organizations can unlock near insights from ERP platforms such as SAP and other line-of-business systems without placing strain on production environments.

Data latency is reduced and risk is minimized while modernization timelines accelerate.

## Mirroring in Action

# Global Industrial Manufacturer

Avanade helped a leading global industrial manufacturer embark on a data platform modernization journey, transitioning from legacy systems to Microsoft Fabric and AI-driven capabilities. Working together, we helped them establish a unified, intelligent, and scalable data ecosystem that eliminates data silos and consolidates multiple systems into a single enterprise-wide source of truth.

By utilizing Fabric's Mirroring capabilities, the client has been able to improve data update sequencing and frequency, strengthen governance, and streamline reporting through platform consolidation. Most importantly, the initiative enables more seamless integration and real-time analytics—empowering teams with faster, more reliable, and more actionable insights to drive smarter, faster decisions.



## Trust by design

---

# Governance as an enabler

### Microsoft Purview + Fabric

As AI adoption expands, governance becomes mission critical. Intelligent systems surface data directly into workflows, automate decisions and amplify both insight and risk. Without trusted, secure and governed data, enterprise AI cannot scale responsibly.

**Accenture's Blueprint on Responsible AI** underscores that trust, transparency and governance are rapidly becoming board-level priorities, as organizations seek to scale AI while managing regulatory and reputational risk.<sup>3</sup>

Microsoft Purview integrates natively with Microsoft Fabric to embed governance directly into the data lifecycle. Together, Fabric and Purview create a unified foundation where discovery, classification,

sensitivity labeling and lineage tracking operate seamlessly across data domains.

Rather than imposing centralized bottlenecks, Purview supports federated governance models that align accountability with business domains. Data can be democratized confidently because policies are enforced by design. Compliance monitoring and regulatory alignment become embedded capabilities, not reactive exercises.

---

<sup>3</sup> Accenture's Blueprint for Responsible AI:  
<https://www.accenture.com/us-en/case-studies/data-ai/blueprint-responsible-ai>

## Governance in practice

# Automotive Technology Leader

A global automotive technology company partnered with Avanade to establish a governed data foundation aligned to its Microsoft Fabric modernization strategy.

As part of a Purview MVP, Avanade deployed Microsoft Purview within the client's environment, scanned SAP ECC and Fabric instances, and implemented a unified data map and catalog. Governance domains, data products, glossary terms and data quality rules were configured to enable clearer ownership, transparency and role-based access.

By integrating governance directly into its emerging Fabric architecture, the organization laid the groundwork for trusted data discovery, improved quality management and scalable, responsible AI adoption.

**Democratization without governance increases risk. Governance by design increases confidence and adoption.**



# Turning data into discoverable products

## OneLake Catalog

OneLake serves as the unified storage layer of Microsoft Fabric but unifying data is only the first step.

---

For value to scale, data must be discoverable, understandable and reusable.

---

The OneLake Catalog provides a unified metadata layer across Microsoft Fabric, encompassing data assets and semantic models. It enables visibility into mirrored assets, shortcut data and domain datasets while surfacing end-to-end lineage from source systems to reports. Business users can search, understand and evaluate data assets without navigating technical silos.

When integrated with Purview's governance capabilities, the catalog transforms data into managed enterprise products — curated, reusable and strategically aligned to business outcomes.

This shift — from isolated datasets to governed data products — is foundational for AI-native operating models.

# Toward Intelligent Data Platforms

## Fabric IQ

As enterprises mature in their data journeys, the next frontier is not simply storing and processing information but enabling systems to understand it.

Fabric IQ, currently in preview, represents Microsoft Fabric's next step in AI-assisted data intelligence. Designed to interpret schemas, surface relationships and provide contextual recommendations, these early capabilities reduce the need for deep technical exploration and help users engage with complex data environments more intuitively.

While adoption is still evolving, the strategic direction is clear: data platforms are becoming intelligent collaborators in enterprise decision-making. They are evolving to assist users in understanding, connecting and applying enterprise data assets. Organizations designing long-term AI operating models should view Fabric IQ as an early signal of this trajectory.

---

The next generation of data platforms will not just store data — they will understand it.

---

# From reporting to operational intelligence

## Real-time Intelligence

Historically, analytics platforms focused on retrospective reporting.

Real-time capabilities were often separate, complex and siloed. Real-Time Intelligence (RTI) within Microsoft Fabric represents a shift from monitoring to action.

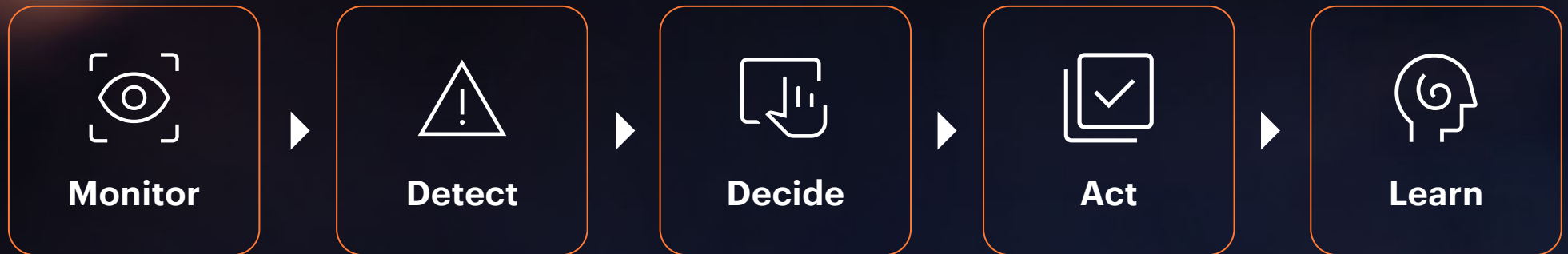
RTI enables organizations to ingest high-volume event streams, detect anomalies and orchestrate automated workflows — all within the Fabric environment through integrated Microsoft services. Real-time signals can be persisted into OneLake and combined with historical data for deeper analysis. Event-driven insights are no longer isolated from enterprise analytics; they are integrated directly into the broader data ecosystem.

---

Real-Time Intelligence (RTI) within Microsoft Fabric represents a shift from monitoring to action.

---

## Operational signals can be combined with historical analytics to create a continuous intelligence loop



This transforms Fabric into the operational brain of the enterprise — enabling proactive and automated response at scale. When integrated with lakehouse, OneLake and governance layers, RTI enables organizations to move from reactive reporting to proactive, automated response.

## RTI in action

# UK Met Office

The UK Met Office generates 400 terabytes of data daily, including 20 billion atmospheric observations—yet legacy silos limited access to timely insight. Partnering with Avanade and Microsoft, the Met Office adopted Microsoft Fabric to unify data integration, analytics and AI on a single platform.

Real-time processing now enables scientists and forecasters to access, analyze and act on weather data faster and with greater accuracy. By breaking down barriers and modernizing its data foundation, the Met Office is enhancing forecasting services and strengthening its mission to protect lives, property and infrastructure across the UK.



# From Platform Implementation to Enterprise Reinvention

## Why Accenture + Avanade

Technology alone does not deliver transformation. Architecture, governance, operating model and industry expertise determine whether value scales.

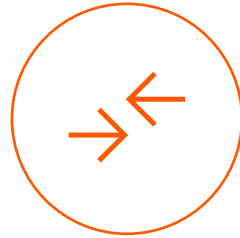
Accenture and Avanade combine deep Microsoft collaboration, industry specialization and enterprise-scale implementation experience to help organizations design AI-ready operating models. As early preview and launch partners across Microsoft Fabric capabilities, including Real-Time Intelligence, and with thousands of Fabric-certified professionals globally, we support clients from strategy through activation and optimization.

Our approach goes beyond implementation to help organizations design an AI-ready enterprise — aligning architecture, governance and operating model to deliver measurable outcomes.

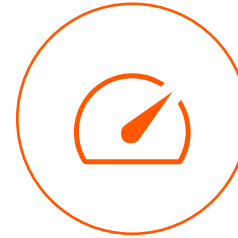
**Together, we design and deliver your best Microsoft Fabric implementation with accelerators and assets that include:**



A **security readiness** assessment



A **migration approach** to help companies speed the modernization of their data platforms



**Industry and functional accelerators** for finance, customer sales and service, supply chain, manufacturing, retail and consumer packaged goods



Several **Microsoft Fabric offers** to meet clients where they are, including introduction, security assessments, legacy data migration and enablement

# Why Accenture and Avanade

As strategic Microsoft partners and early collaborators for Microsoft Fabric and Real-Time Intelligence, we have helped shape these capabilities while operationalizing them inside our own global environments.

Fabric and RTI are embedded into our own data backbone, how we monitor operations, detect anomalies, and trigger automated actions at scale. That hands-on experience enables us to help clients move from experimentation to real-time operations—faster and with confidence.

## **Deep co-engineering collaboration with Microsoft**

---

**3,000+ Fabric-certified professionals** – largest pool of certified talent worldwide

---

Early preview and GA launch **partnership across Fabric and RTI**

---

**Enterprise-scale** internal deployments

---

**Industry accelerators** spanning manufacturing, health and life sciences, retail, CPG, financial services and more

---

**Governance-first** implementation methodologies

---

# The path forward

The organizations that will lead in the AI era are not those with the most tools, but those with the most robust foundations.

Microsoft Fabric provides the unified architecture.  
Mirroring accelerates modernization. Microsoft Purview embeds trust. OneLake makes data discoverable.  
Real-Time Intelligence operationalizes insight.  
Fabric IQ signals the future of intelligent platforms.

Together, these capabilities enable enterprises to move from fragmented data estates to intelligent, AI-powered operating models.

The AI future belongs to organizations that simplify, unify and operationalize their data foundation today — responsibly and at scale.

## Get started

**Accenture and Avanade bring the scale, experience and co-innovation partnership to turn this architecture into measurable business value.**

Ready to learn more about how Accenture and Avanade can help you? Here are ways to get started:

- Visit **[avanade.com/fabric](https://www.avanade.com/fabric)**
- Explore Avanade's range of Microsoft Fabric offers, including RTI, on **[Azure Marketplace](#)**
- Contact us at **<https://www.avanade.com/en/contact>**

## About Avanade

Avanade is the leading global provider of digital, cloud, AI and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Founded in 2000 as a joint venture between Accenture LLP and Microsoft Corporation, Avanade has more certifications, Gold-level competencies and most valued professionals (MVPs) than any other Microsoft partner. Every day, our professionals in 26 countries innovate responsibly to make a genuine human impact for our clients, their employees and their customers.

## About Accenture

Accenture is a leading solutions and services company that helps the world's leading enterprises reinvent by building their digital core and unleashing the power of AI to create value at speed across the enterprise, bringing together the talent of our approximately 784,000 people, our proprietary assets and platforms, and deep ecosystem relationships. Our strategy is to be the reinvention partner of choice for our clients and to be the most client-focused, AI-enabled, great place to work in the world. Through our Reinvention Services we bring together our capabilities across strategy, consulting, technology, operations, Song and Industry X with our deep industry expertise to create and deliver solutions and services for our clients. Our purpose is to deliver on the promise of technology and human ingenuity, and we measure our success by the 360° value we create for all our stakeholders. Visit us at [accenture.com](https://www.accenture.com).