

The Accenture logo, featuring a stylized greater-than sign (>) above the word "accenture" in a lowercase, sans-serif font.The Avanade logo, consisting of a stylized, interconnected geometric shape above the word "avanade" in a lowercase, sans-serif font.

Deliver a data approach for an AI future

Microsoft Fabric brings deeper
insights and AI readiness at scale

Is your data ready for AI?

A decade ago, business visionaries said, “every company is now a tech company.” Then it was “every company now is a data company.” Now, there’s a new game in town: every company is (or should be) an AI company.

Accenture and Avanade believe this isn’t a change in direction, nor a contradiction from those earlier perspectives. It’s a natural, if rapid, evolution. AI, including new generative AI uses, increases the business value of your data by an order of magnitude. It enables more of your people, from business executives, managers and workers on the front lines, to use more data and data analytics responsibly in more ways than ever before. AI puts data’s value to the enterprise on steroids.

On this point, business executives agree. According to an [Avanade survey](#) of 3,000 business and IT executives around the world, nearly all (92%) agreed that organizations need to shift to an AI-first operating model in the next 12 months to remain competitive. And almost everyone (95%) shares our optimism in an AI-first future.

But that sound you hear is the other shoe dropping. Just about as many (94%) say they need to increase their data platform investments to make those aspirations a reality—and scale them across their enterprises. Executives say they need to do more, but they’re not sure what “more” looks like. Accenture and Avanade believe organizations need to make generative AI and copilot assistance an intuitive part of their business users’ current tools, rather than an additional, technical system on which they must train employees, and another bottleneck that employees must continually navigate from their existing work environment.

Our [research](#) also found that 63% of executives don’t completely trust the data their company uses today. That’s especially concerning since data readiness—clean, accurate, reliable and discoverable data—is essential to turn rapidly evolving AI into a powerful business asset. Without robust data governance creating data that can be fully trusted, accessed and harnessed in real-time across an organization, generative AI is just another shiny object in the technology firmament.

Microsoft Fabric: the way forward

Microsoft solves these concerns with Microsoft Fabric, its SaaS data platform that launched in November 2023. Microsoft Fabric delivers an intuitive, consistent, secure and AI-infused user experience throughout the enterprise. It empowers the organization to achieve the data readiness necessary to optimize the value of IT and reinvent the company—whatever its business—as an AI company.

Microsoft Fabric helps organizations from nearly every industry manage their data in a unified foundation across multiple public and private clouds and creates a single source of truth for all data. It's built on an open, lake-centric foundation, so users can access data and real-time insights more easily while trusting it more fully for enhanced business decision-making.

Because Microsoft Fabric is a SaaS solution, enterprises can adopt it and begin using it to solve business problems and optimize the value of their data right away. And because it's an open, integrative data management layer that works with and brings together the existing investments in data tools an enterprise may already have—including Azure Databricks, Snowflake, Azure Data Factory, Azure Synapse Analytics, Microsoft Purview and Power BI—it boosts an organization's ROI on its existing data environment, rather than requiring an expensive rip-and-replace of existing systems. Instead of adding another technology to manage, Microsoft Fabric reduces the management burden of data analytics components.

Leading global food manufacturer unlocks insights with Microsoft Fabric

A top international food manufacturer wanted to unlock new insights from its existing customer data platform and simplify its data infrastructure, which included SAP, Informatica, Azure Data Lake, Databricks, Power BI and others.

We brought these existing Microsoft and non-Microsoft investments into the solution, avoiding the time and cost of a rip-and-replace project. Working alongside the client, we helped assign the target MVP architecture and roadmap to overcome pain points for business users. We also prioritized a backlog to test and implement in an eight-week delivery phase.

Based on the early success of this program, the company wants to reengineer its SAP data flow using Microsoft Fabric to implement a faster, less complex and more efficient data platform.

How big a deal is Microsoft Fabric?

Microsoft CEO Satya Nadella calls Microsoft Fabric the biggest data-related product release in 20 years. We agree.

Here's why: While there are other ways to approach the data requirements of generative AI and other AI use cases, Microsoft Fabric excels—for these five reasons:

1

Microsoft Fabric is a complete analytics platform.

Every analytics project has multiple subsystems, often from an array of vendors. Integrating these subsystems can be a complex and expensive process. Microsoft Fabric does the job with a unified experience and architecture, with a centralized place to manage data. It empowers every team in the analytics process with the role-specific experience they need.

2

Microsoft Fabric is lake-centric and open.

Microsoft Fabric's multi-cloud data lake called OneLake – think of it as a OneDrive for all of an enterprise's data—eliminates the need to manage, secure and sync replicated data across multiple data siloes. Every user—from data scientist to business executive—has a single place to go for accurate, reliable and secure data.

3

Microsoft Fabric is powered by AI.

Microsoft Fabric is infused with Azure OpenAI Service to help all users unlock the full value of their data responsibly, so business users find insights more quickly and developers can better leverage generative AI to shape data and insights. Copilot in Microsoft Fabric enables business users to use conversational language to create data analytics systems and visualize results, so they don't need to be prompt engineers or get help from IT.

4

Microsoft Fabric empowers business users and more people across the organization.

Microsoft Fabric's deep integration with the Microsoft 365 applications that employees use every day empowers companies to adopt and accelerate a pervasive decision-making culture that's driven by stronger data. They can optimize business insights, disseminate them to others, bring them into presentations and collaborate on them with colleagues, all via the Power BI, Teams, PowerPoint, SharePoint and the other Microsoft 365 apps they already use.

5

Microsoft Fabric reduces costs through unified capabilities.

Microsoft Fabric streamlines computing capacity costs too. Instead of paying for excess and untransferable capacity in each of several data analytics systems, Microsoft Fabric users purchase a single pool of computing to power all their Microsoft Fabric workloads. Capacity not needed for one workload can be consumed by any of the others.

Real-Time Intelligence: Extract insights for better decision-making

As we know, despite all the rapid advancements in data transformation in recent years, many organizations are finding it more difficult than ever to realize value from their data estates. Accenture and Avanade have talked to thousands of clients across the globe, where they have shared obstacles in data management that range from increasing numbers of data sources to complex data integrations and bottlenecks.

Real-Time Intelligence in Microsoft Fabric is a game-changer for how organizations can visualize streaming data, gain actionable insights and accelerate decision-making at the speed of today's business—from monitoring to alert to action.

A central place to discover, manage and consume event data across the entire organization, Real-Time Intelligence enables you to bring in petabytes of data from Microsoft sources and across clouds to find insights and respond to changing landscapes proactively.

With Real-Time Intelligence, business users, analysts, data engineers and developers can easily and rapidly build solutions that harness signals, provide high-value insights and alerts and orchestrate operations in real time. And with the power of Copilot and AI, users can ask complex questions about their real-time data using natural language and automatically get alerts about hard-to-find but high-value anomalies.



**Real-time
event ingestion**



**AI-powered insights
and actions**



**Accessible data
and analytics tools**



**Simple drag-and-drop
experience to route data**

How Accenture and Avanade are harnessing Real-Time Intelligence

We see the potential of Real-Time Intelligence to help organizations across the globe transform with data and AI to deliver better insights faster. Whether you're learning about real-time capabilities, scaling Microsoft Fabric to use cases across your businesses or ready to jump in, Accenture and Avanade can meet you where you are on your data journey and take you to the next level.

We've already started leveraging Real-Time Intelligence for business-critical operations, to monitor events and detect and resolve operational inefficiencies. Just as we were ready on day one of the Microsoft Fabric era, we were ready for the Real-Time Intelligence era, with our lessons learned informing how we scale Real-Time Intelligence to our clients.

- We have a large and growing data analytics landscape producing vast amounts of detailed event data in the form of audit logs, user activities and other telemetry information across our processes.
- Real-Time hub Intelligence allows our data team to easily connect to streaming sources available in Real-time Hub and create an end-to-end event driven analytics solution.
- With the Real-Time hub, we now have a single place where we can discover, manage and consume streaming events and combine them with other enterprise data in OneLake.
- Our data team can focus on what matters, generating new data insights rather than the overhead of setting up and managing complex data integrations.

Potential use cases delivering huge value uplift

Patient services

Enhance healthcare outcomes by identifying risk, triggering tasks and understanding product anomalies.

Personalized services

Improve and increase revenue streams by detecting anomalies, personalizing promotions and undertaking sentiment analysis.

Operations and marketing

Better understand the impact of campaigns. Act on stock shortages, scale productivity and avoid waste.

With Real-Time Intelligence, you can bring real-time events into Microsoft Fabric, transform and then route them without writing any code. See your end-to-end data flow across the organization and gain faster and better intelligence to mission-critical business processes.

Microsoft Purview: How to prepare your data for Microsoft Fabric

For Microsoft Fabric to do its best work, it needs access to high-quality, secure data that has been aligned to a unified data governance policy. But organizations going it alone have big hurdles in their way, including fragmentation, labor-intensive tasks, restrictive centralization, overly technical interfaces and unused, unmanageable “dark” data.

Juggling new regulations while engaging stakeholders, supporting organizational change and encouraging effective, ethical and unbiased data and AI development are also critical concerns.

Microsoft Purview rises to meet these data governance challenges. It's a single, business-friendly, integrated SaaS solution, that empowers organization-wide functions and users to manage, discover and access data wherever it lives.

Today's Microsoft Purview has evolved considerably from its prior version, offering all-new enhancements and capabilities as a SaaS solution. With comprehensive data mapping and cataloging, metadata management, AI-powered automation and seamless integration with Microsoft Fabric, it reduces technicality and allows organizations to confidently democratize the use of their data. Here's how it works:

1

A federated approach.

By putting governance responsibilities in the domains where the data is created and used, it ensures an effective strategy that reflects an organization's unique needs. And by focusing on high-value and sensitive data rather than an overwhelming pool, it shortens time to insights. Plus, with support for data products management and marketplace integration, it unlocks data's business potential with easier ways to package and distribute assets.

2

AI integration.

Microsoft Purview transforms data governance by integrating AI to increase automation and streamline operations. This allows business users and data stewards to breeze through tedious tasks, reducing reliance on technical resources.

3

Robust compliance and security.

With advanced tools for monitoring data estate health, enforcing policies, taking related actions and generating compliance reports, Microsoft Purview Data Catalog can help organizations stay ahead of increasingly complex regulatory demands. It aligns with some of the Cloud Data Management Capabilities (CDMC)—industry standards for ensuring excellence in data health and quality management.

Optimize your data to maximize the benefits of AI

Microsoft Purview is the data catalog built for Microsoft Fabric

Microsoft Purview provides discovery, understanding, management and governance of the data and products collected and refined in Microsoft Fabric. Together, these two solutions form the building blocks of a modern data foundation, working hand in glove to prepare and distribute the high-quality data that's essential to AI-driven analysis.

With sensitivity labels and data protection taken care of by Microsoft Purview, and management and universal security handled by Microsoft Fabric, organizations get the seamless integration that's key to improving data quality and governance across the enterprise.

These features are all accessed through the Microsoft Purview Hub, with insights for administrators and users, event data management and data loss prevention across Microsoft 365 and Office applications all readily available.



By combining Microsoft Purview's robust governance framework with Microsoft Fabric's centralized data management, organizations can accomplish big things, including:



Building custom reports out of Microsoft Fabric data



Using the data quality feature with support for any Microsoft Fabric source, whether it's mirrored or shortcut



Scanning Microsoft Fabric-supported sources in Microsoft Purview for use within its data quality rules

Jumpstart data quality and governance with Avanade

Our Microsoft Purview accelerator helps you successfully maximize value from Microsoft Fabric and enables your data quality and governance with Microsoft Purview.

As a launch partner for Microsoft Purview, our clients can trust in our expertise to help them manage their journey of unifying an intelligent data and analytics platform backed by quality, governed data.

Our confidence comes from our proven track record with other clients, our strong ties with the Microsoft Purview data governance product engineering team and our strategic investments in our service activation accelerator.

Our engagement is the first key milestone in the journey to understanding how to unify your intelligent data platform and analytics. In as little as four to six weeks, you'll have a clear overview of your data landscape, a data catalog and quality rules in place to manage it and will be ready to unlock your data's full potential for initiatives including AI.



What's included?

Our engagement approach is designed to unlock business value at every step. We begin by confirming essential governance experiences for the future, such as searching for data products and ensuring their quality and health.

Next, we establish governance domains and initiate data registration. Once data mapping and scanning rules are set, we will link data assets to products, enhance context and establish data quality and governance controls.

Each of these steps is supported by our Microsoft Purview accelerator. Our proprietary technology is designed to streamline the initial setup of Microsoft Purview data catalog and accelerate data discovery and AI enablement with industry taxonomy models.

Finally, you'll be prepared to confirm configurations, assess deployment readiness and launch the data catalog for business users.

Key accelerator benefits:

- Fast-track data governance and catalog configuration and setup from weeks and days to hours
- Reduce time to discover, interpret and explore data from days to minutes using organizational vocabulary (glossary)

Unlock the full potential of your data governance with Avanade

Avanade is the most experienced and qualified Microsoft partner across Microsoft's Intelligent Data Platform suite of technologies, including Microsoft Fabric and Microsoft Purview. We are unmatched in our involvement with Microsoft private and public preview product releases. In addition to our select partner role with Microsoft Purview, we have been an official Microsoft featured partner for our private preview, public preview and general availability launch of Microsoft Fabric.

We're here to guide you every step of the way, helping you fast-track your Microsoft Purview and Microsoft Fabric activation so that you can unlock the full potential of your data, analytics and AI.

Visit avanade.com/datagovernance to learn more about accelerating secure, scalable and AI-ready data governance with Avanade's Microsoft Purview accelerator.

Move forward with your journey

Explore how we put this into practice

We like Microsoft Fabric so much, we're also customers

Part of what makes Accenture and Avanade the world's most qualified strategic partners for Microsoft Fabric is that we're also leading clients for the technology. We have implemented and are evolving the **world's largest Microsoft Fabric platform** across our companies.

Accenture is using Microsoft Fabric to help transform the digital user experience for its 700,000+ people, by providing new insights about the employee experience. For Avanade, Microsoft Fabric is simplifying last-mile data provisioning, widening access to enterprise data for more employees and accelerating time to insights.

Avanade's journey to Microsoft Fabric started with a need—which we share with our clients—to unlock more value from our data and accelerate our responsible use of AI to scale our business. Over the last three years we've consolidated and optimized our own data infrastructure, moving responsibly to a data-ready platform based on Azure Synapse. As our business and the technology landscape have evolved, we took a step back in late 2022 to refresh our data strategy.

We've reinvented our approach to data by pivoting our data operating model to bring domain and data expertise closer together. We're realizing a relentless focus on business value with a data ready-driven approach and we're focused on strengthening a new culture that elevates data value achievement.

We turned to Microsoft Fabric as a core pillar and technical backbone of our internal data strategy. We deployed Microsoft Fabric in production at scale as our analytics platform. This gives us internal reporting and analytical capabilities that are used across Avanade's 60,000-person workforce worldwide.

To implement Microsoft Fabric, we seamlessly deployed data mesh-style architectures and adopted a hub-and-spoke data model, democratizing data and improving business insights for Avanade teams. This helps us deliver stronger analytics and AI outcomes for you, our clients.

We'll continue to work throughout 2025 to migrate all workloads from our existing Azure-based PaaS services to Microsoft Fabric-native services.

What we learned—and what you should know

Our internal team was struck by the **user-friendly nature of Microsoft Fabric**. While Azure requires separate development, testing and production environments, **Microsoft Fabric operates like Power BI**, offering a single environment where development, test and production workspaces can be spun up and managed with ease.

With Microsoft Fabric's self-service capabilities, business users can access data and sources to conduct their own complex analysis in real time. However, when usage inevitably snowballs, **a lack of control and governance** can introduce challenges. This is where a solution like Microsoft Purview can help. Working in combination with our own **robust, responsible governance structure and plan**, it ensures organizations can achieve their business goals.

Who does Microsoft turn to for Microsoft Fabric implementation?

Accenture and Avanade are collaborating with Microsoft to help Microsoft's people access, manage and act on data and insights across its product organization. We're helping Microsoft use Microsoft Fabric to optimize self-service analytics capabilities that unlock the power of its data and help its people innovate faster. With a simplified, integrated platform, Microsoft has the data foundation it needs to accelerate its adoption of AI.





The best way to implement Microsoft Fabric

To deploy Microsoft Fabric at scale and with the governance that helps to harness data value and transform a business into an AI company, expert assistance is essential.

Accenture and Avanade have an unmatched array of people, processes and technology to empower organizations, combining industry and solution expertise to maximize the benefits and ROI of both Microsoft Fabric and generative AI. As part of Accenture's \$3 billion investment in data and AI, Accenture and Avanade have also built a dedicated practice of 8,000+ Microsoft Fabric-certified professionals.

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

A **Microsoft Fabric training program** is also available as part of Accenture's AI Academy, helping our clients cultivate future-ready talent, accelerate their transformations and become "fluent in Fabric".



Walking the walk on Microsoft Fabric, Real-Time Intelligence and Microsoft Purview since day one

We worked with Microsoft on R&D to ideate, evolve and design Microsoft Fabric.

We worked with Microsoft as the largest Private Preview partner and as an early-stage client for Microsoft Fabric.

We are one of the official Microsoft Purview SaaS GA launch partners.

We were an official Microsoft Fabric Public Preview partner and launch partner.

We were a priority Featured Partner for Microsoft Fabric's GA release.

We are committed to being the #1 partner for skilled Microsoft Fabric resources.

We are proud to be launch partners of Real-Time Intelligence capabilities alongside Microsoft.

Get started today

Ready to learn more about how Accenture and Avanade can help you to optimize your data analytics with Microsoft Fabric? Here are ways to get started:

- Visit avanade.com/fabric
- Explore Avanade's range of Microsoft Fabric offers, including Real-Time Intelligence, on [Azure Marketplace](https://azure.microsoft.com/marketplace)
- Contact us at avanade.com/en/contact