



## CASE STUDY

# Avanade employees speed up decision-making with real-time access to analytics

An innovative analytics platform supports transformation into an intelligent enterprise

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Andy Marselos brought with him 16 years of Avanade experience when he moved into his role as client executive for the company's U.S. Midwest region. Yet, it took him three months to figure out how to request access, secure permissions, pull data and create the reports he needed to support his sales and operations responsibilities – time he could have spent on more productive activities.

Andy was not the only one challenged with navigating various processes and systems. Employees across Avanade had similar frustrations accessing the right data to help them do their jobs. Not anymore. The company began an initiative to transform the workplace experience to improve the speed and accuracy of its decision-making, relying on embedded data and analytics to turn it into an intelligent enterprise.

### Situation

#### Fragmented data delivered too little, too late

Like many companies, Avanade's multiple geographies and markets had their own special processes with their own data, measures, tools and systems. As a result, information was split between various source systems and did not mimic the flow of real operational business processes. It took a lot of effort to get the right data. Employees had to pull information from disparate systems and then manually clean, massage and apply calculations for it to make sense in their reports. Besides taking too much time to process, reporting was often too late for insights to be useful.

Avanade wanted to break down its data silos and create a single source of truth so that every employee – from executives to operational users – so they could understand, trust and access data insights to make more informed decisions. The goal was to embed analytics into Avanade's core by building a modern, cross-functional analytics platform.

*"The real value of this solution isn't about realized savings in manual effort and learning curves," said Marselos. "The real value is all about ready access to insights. By focusing our precious energy, looking at the available data in a well-structured view, we have more time to form insight-informed strategies."*

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### Solution

#### Modernizing big data architecture on the Unified Insights Framework

To transform into an intelligent enterprise, Avanade needed to change how it handled its data. It brought data from disparate sources onto the Avanade Enterprise Analytics Platform, leveraging Microsoft Azure PaaS technologies to industrialize the analytics and insight delivery process. Avanade also incorporated pre-built solutions templates (accelerators), DevOps scripts and operational processes from the Avanade Modern Analytics Platform to accelerate time-to-market at a lower cost.

The solution, known as the Unified Insights Framework, is a network of Power BI Analytics and Insights Apps, organized in business modules for a consistent user experience and functionality. Users can find what they need in just a couple of clicks and ask questions to determine causes and predictive outlooks, empowering them to make better decisions.

With interactive dashboards, Power BI reports, role-based access and SharePoint Online Modern Pages, Avanade eliminated the need for employees to rely on static spreadsheets and PowerPoint decks. They can now get key insights in real-time, which can be accessed anywhere, anytime and from any device. This provides a simple, clear picture of what is happening in the business as well as what needs to happen for improved business outcomes.

The initiative continues to be delivered using agile development at scale to handle growth in volume, variety and velocity of data without compromising value and veracity.

### Results

#### Ready access to insights

Today, Andy can use the apps to track his region's key performance indicators for revenue, sales, people and delivery in real-time to meet his reporting needs. For example:

- **Business Insights** provides visual and aggregated data on key measures in real-time. It also presents history trending and weighted predictions for the next quarter so client executives can assess how well a region or territory is achieving sales and delivery goals.
- **Sales Insights** links to the CRM application to allow users to see core sales and client KPIs and to perform pipeline trends, margin and cost of sale analyses.
- **Workforce Productivity Insights** enables users to monitor a region's workforce supply and demand, helping to ensure that every deal has the right staff with the right skills available to meet the client's needs.

Andy has a re-engineered employee experience that means he now spends less time and energy creating and understanding each report so he can jump straight into analysis, strategy and action.

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With this innovative analytics platform, employees are more engaged and supported to do their best work. Executives are better equipped to track and monitor business in real time so they can make the right investments. And, clients can be confident that we're meeting their priorities with the greatest efficiency and with appropriate allocation of financial, technical and talent resources.



#### About Avanade

Avanade is the leading provider of innovative digital and cloud-enabling services, business solutions and design-led experiences, delivered through the power of people and the Microsoft ecosystem. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation and has 30,000 professionals in 24 countries. Visit us at [www.avanade.com](http://www.avanade.com)

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