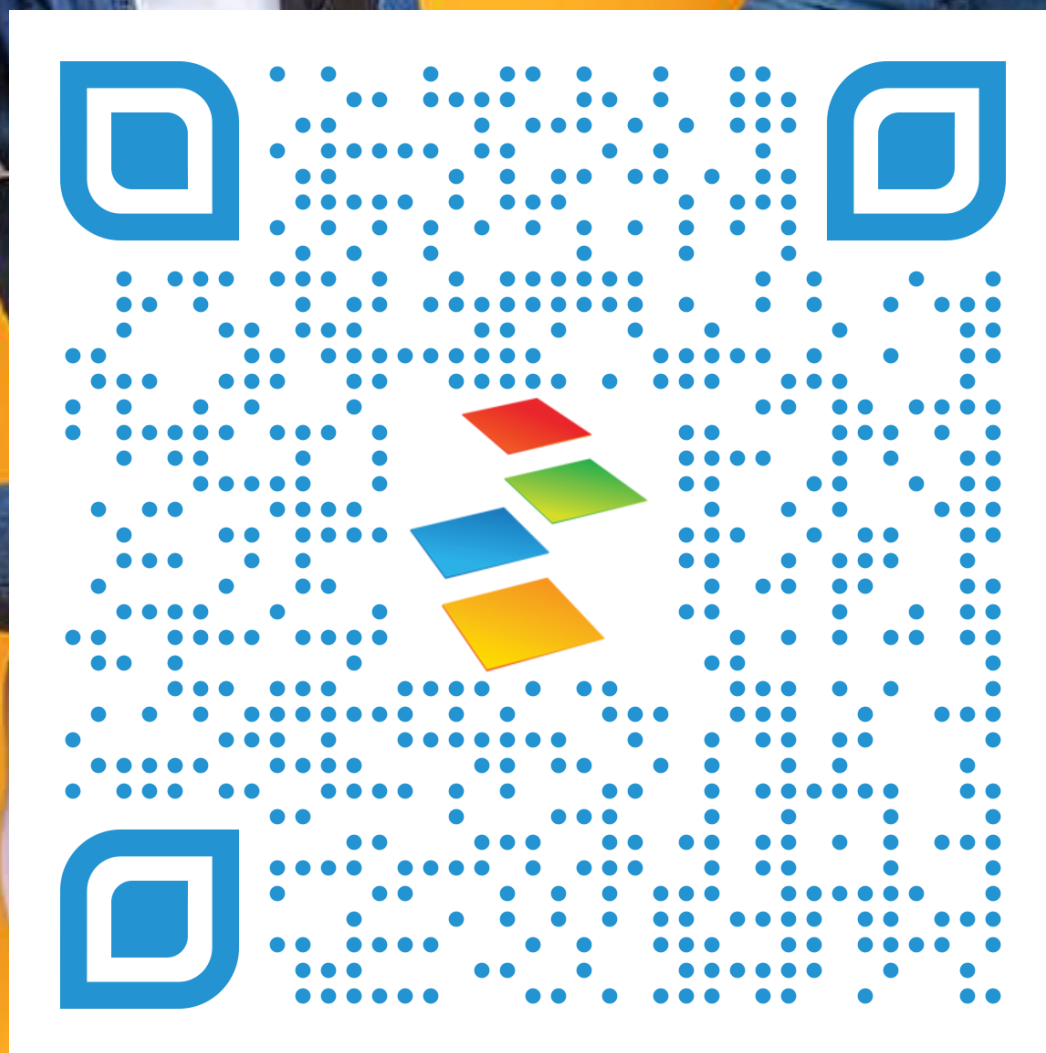




Taking Your Data Strategy Back to the Future

Jim Hill & Kennedy Kelley





Housekeeping

- Please silence your phones. If you need to take a call, feel free to step outside and come back in.
- Sessions are being recorded and will be available after.
- Please use this QR code to take the session survey before heading to the next session.
- Survey responses get you more entries into the raffle at the end of the day. (prizes included Surface headphones, Smart Ray Bans, RayBan Meta Smart Bluetooth Glasses, and lots more).
- Wifi Info: BusinessTechnologySummit
Password: journeyteam!

Back to the future with your data strategy!



Agenda

- Introductions
- Data Strategy - What is it?
- Where are You with Your Data Strategy?
- What Does the Future Look Like?
- How do you Get Ready for the Future?
- Questions





Presenters



JIM HILL
BUSINESS INTELLIGENCE AND
ANALYTICS PRACTICE MANAGER



KENNEDY KELLEY
BUSINESS INTELLIGENCE
DEVELOPER

Enterprise Resource Planning (ERP)

Customer Relationship Management (CRM)

Azure

Modern Work & Security

Data & BI

Change Management & Adoption

- Finance
- Supply Chain Management
- Accounting (GL, AP, AR)
- Manufacturing
- Budgeting
- Forecasting
- Operations

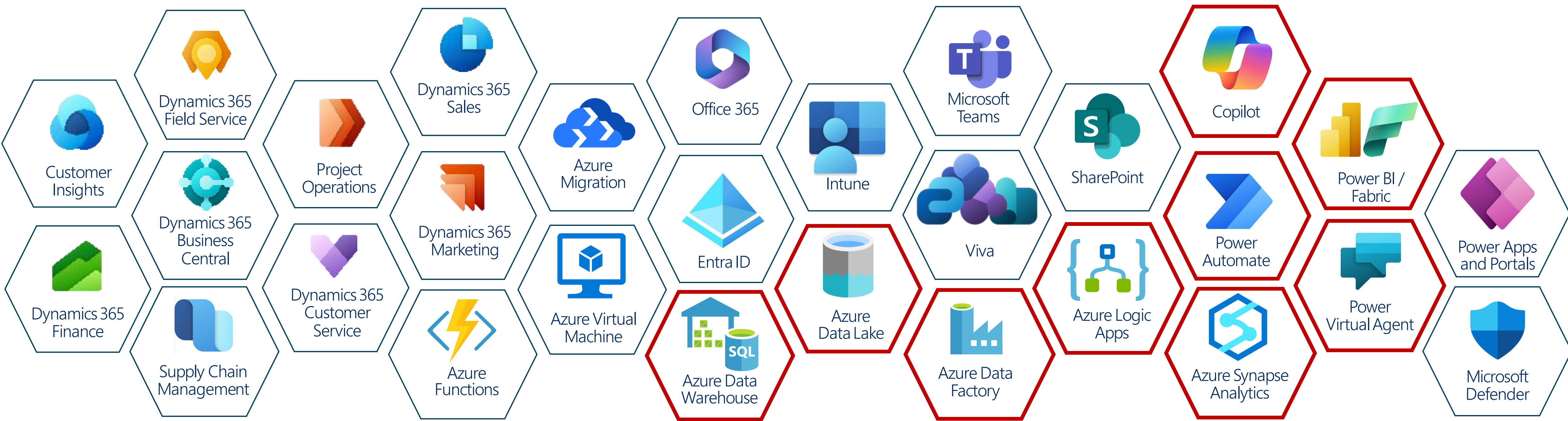
- Marketing
- Sales
- Customer Service
- Omnichannel
- Call Center
- Field Service
- Rapid Application Development

- **Cloud Strategy**
- **Azure Architecture and Governance**
- **Azure Migrations**
- **Application Integration and Development**
- **Artificial Intelligence (AI)**
- **Machine Learning (ML)**

- Security, **SSO, MFA, Passwordless**
- **Email, IM, Chat, Meetings**
- **Identity Management**
- **Device Management**
- Intranet
- Document Management
- **Information Architecture**
- **Compliance (Purview)**
- **Power Platform**
- **Teams Calling**

- Data Strategy and Architecture
- ETL
- Data Warehousing
- Reporting and Visualization
- Artificial Intelligence/ Machine Learning

- Adoption
- Change Management
- Strategy
- Training
- Communications
- Support
- Reporting and Measurement



What is a Data Strategy?

A Plan that Defines How an Organization

Collects
Manages
Secures
Uses
Data



Life Without a Data Strategy. . .





Benefits of a Healthy Data Strategy

- Improved Decision Making
- Enhanced Efficiency and Productivity
- Increased Revenue
- Risk Management
- Competitive Advantage
- Data-driven Culture
- Scalability
- Enhanced Customer Insights
- Operational Flexibility
- Future-proofing the Organization



What Could the Future Look Like?



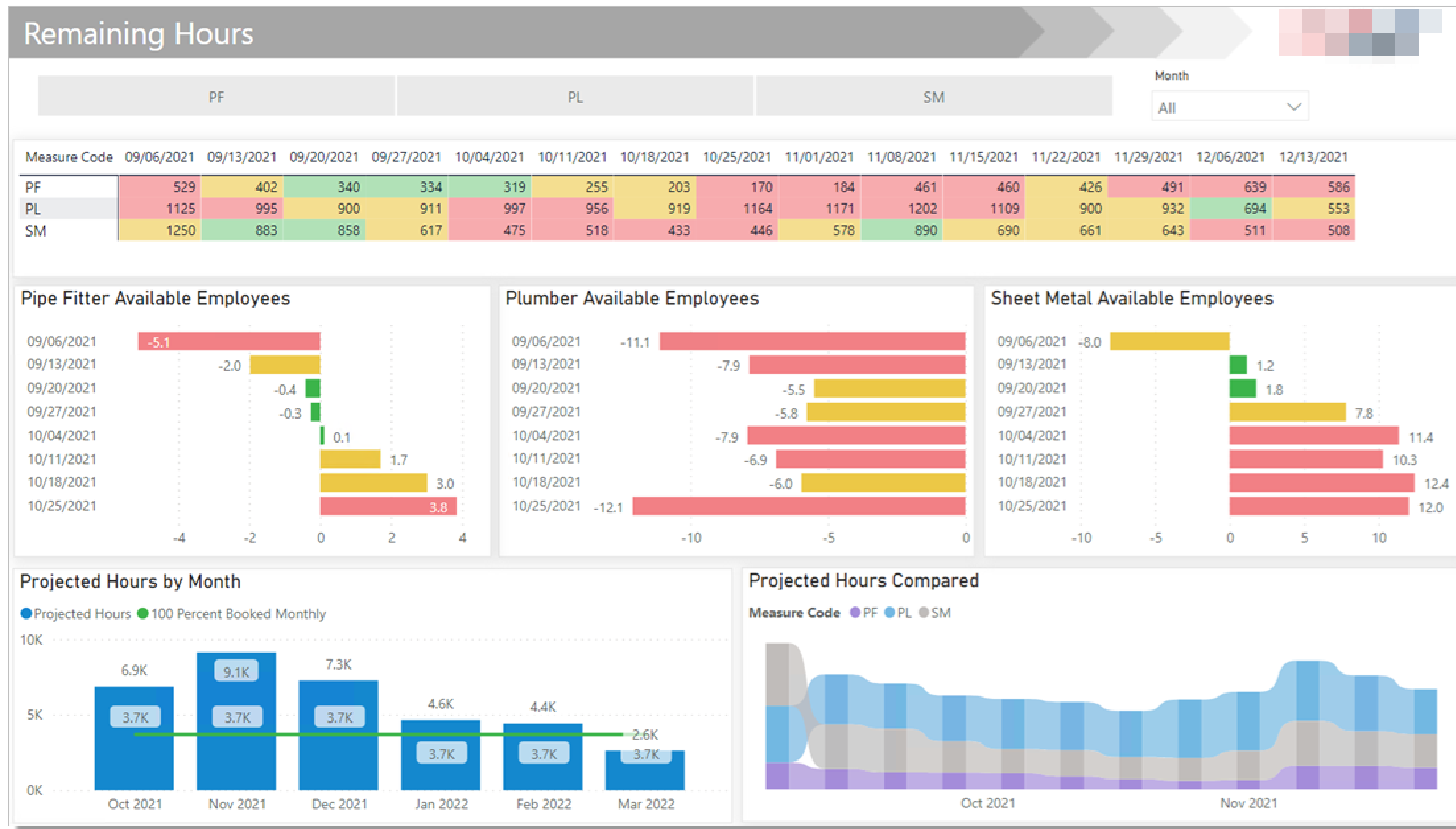
HVAC Contractor – Staffing Forecast

Business Need:

- Owner needed a way to compare his project demands to his available resources by trade type

Solution:

- Combined project and staffing data
- Built a report that highlights over and under allocation by trade type



Manufacturer in Precious Metals Industry

Business Need:

Existing On-premises Data Warehouse

Looking to Migrate to the Cloud

Solution:

Completed a Data Strategy Roadmap including:

- Architecture Diagram
- Value Proposition
- Gap Analysis

Supercharge Your Analytics with the Right Data Strategy and Roadmap

Proposed Data Architecture – Data Migration

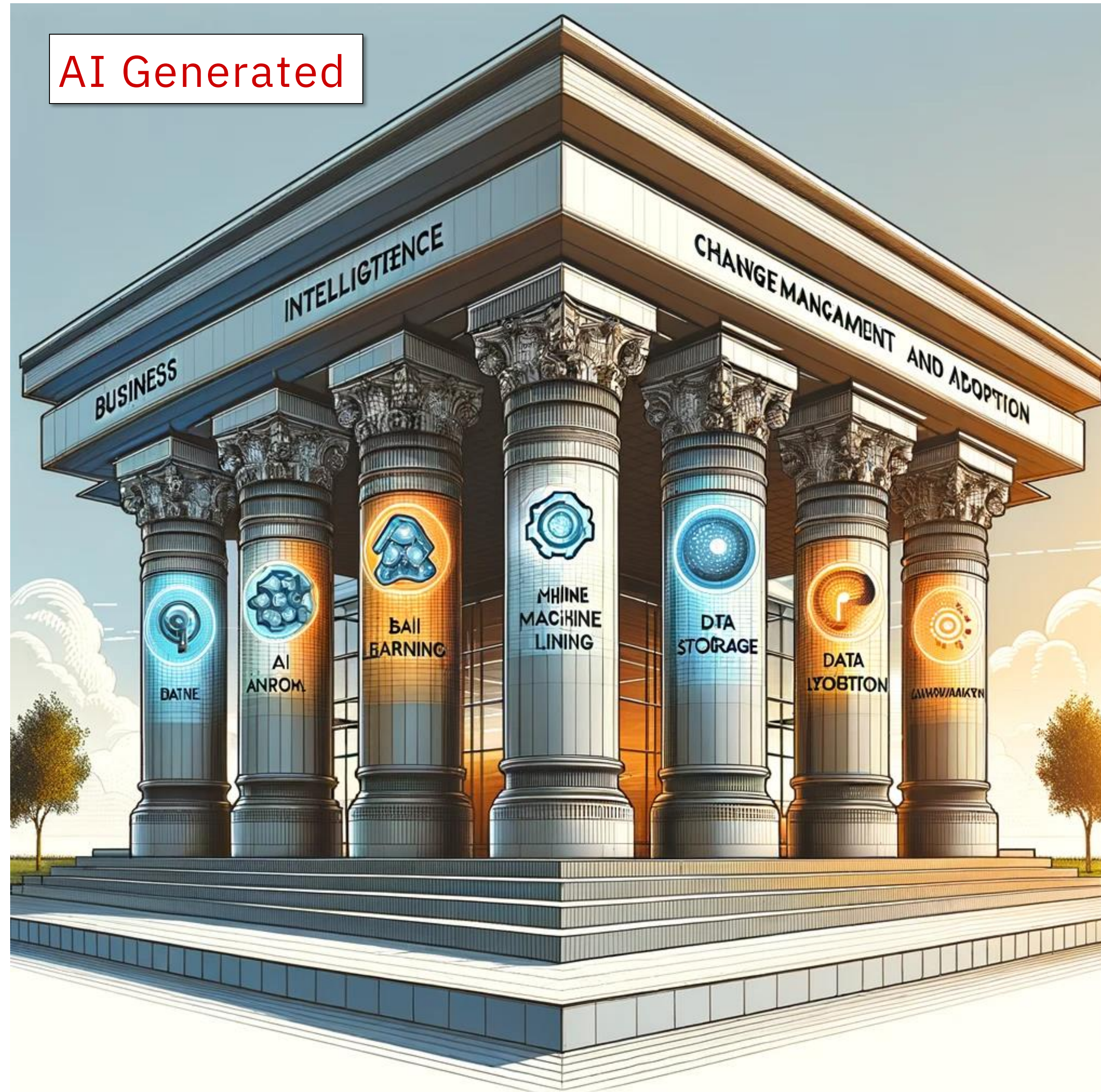
	On-Premises Network	Microsoft SaaS	Azure PaaS/SaaS
<p>A well-defined data strategy aligns business objectives to drive better decision-making and insights. Create a strategic data roadmap based on your data, harness data, gain a competitive industry advantage.</p> <p>Workshops This offering includes 1:1 guidance with our experienced data specialists.</p> <p>1. Assess and Define</p> <ol style="list-style-type: none"> Assessment of current data landscape Define policies, procedures, and standards for data quality, privacy, security, and compliance <p>3. Customize</p> <ol style="list-style-type: none"> Finalize current and recommended data architecture, value proposition, gap analysis, and roadmap <p>Deliverables</p> <p>A custom, detailed data strategy and road map that:</p> <ul style="list-style-type: none"> Diagram: Current and recommended data architecture Value Proposition: Provides a compelling view of the value of your data Gap Analysis: Outlines metrics needed for business success <p>Price: \$5,000</p> <p style="background-color: #2c3e50; color: white; padding: 5px; text-align: center;">Contact our data specialists at journeyteam.com/contact to start maximizing the value of your business data.</p>	<p>Business Central 2020</p> <p>SSRS</p>	<p>BI_DW_STORE</p> <p>BI_DW_STAGING</p> <p>BI_DW_MART</p> <p>SSRS SSAS</p> <p>Power BI Gateway</p>	<p>Azure Data Factory, Procs, SQL Jobs</p> <p>Power Apps</p> <p>Power BI</p> <p>Azure SQL Managed Instance</p> <ul style="list-style-type: none"> BI_DW_STORE BI_DW_STAGING BI_DW_MART <p>Azure Data Factory</p> <p>Azure Logic Apps</p>

PIBI01 (4-Core 64GB RAM)

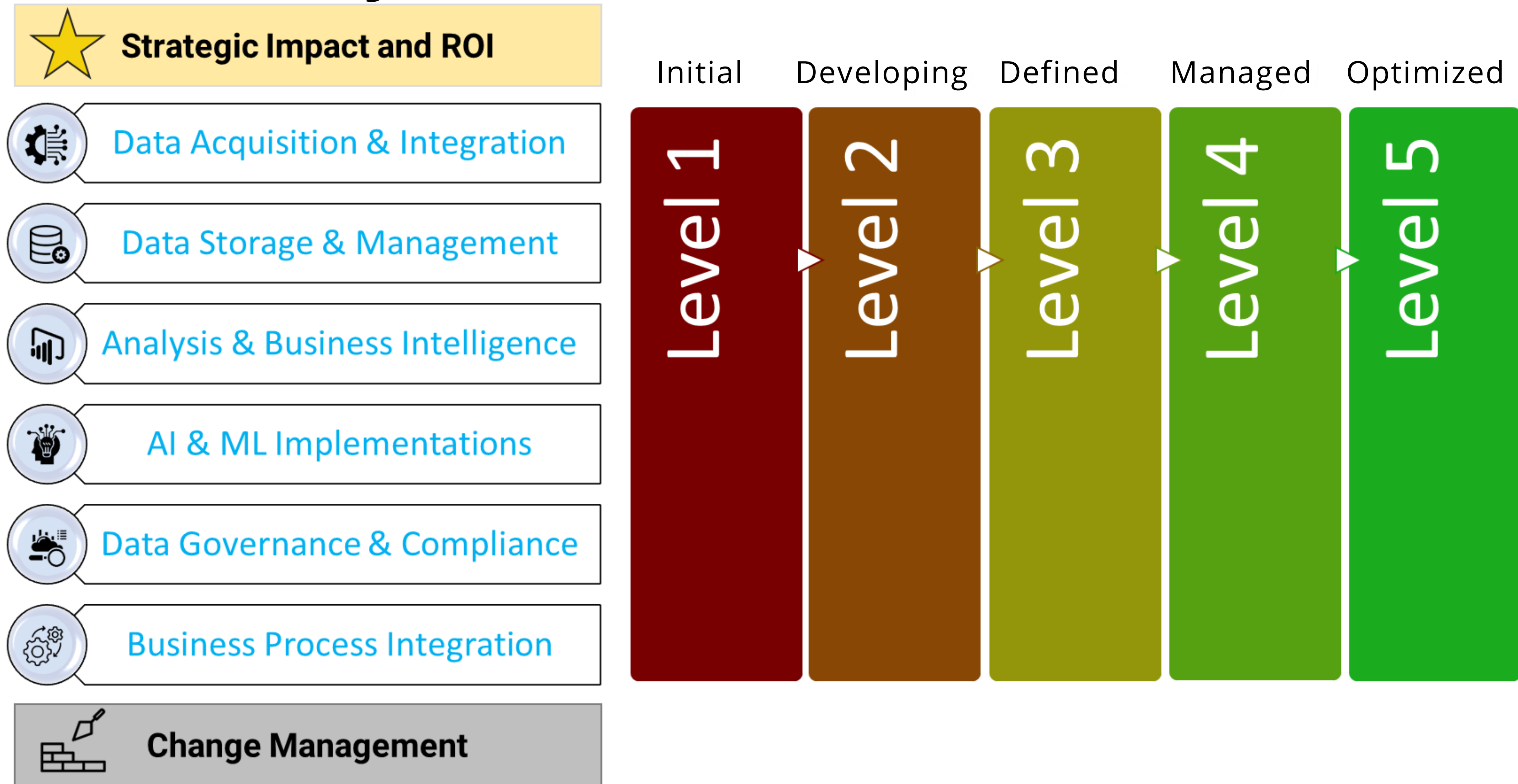
JOURNEYTEAM

BI Maturity Matrix

AI Generated



BI Maturity Matrix



How do You Get Ready for the Future?

Data Engineering



- Assess where you are in the BI maturity model
- Leverage cloud platforms and services
- Establish a platform for data consolidation
- Implement data governance

Value of Moving to the Cloud

- Scalability & Performance without Re-platforming
- Flexibility and Agility
- Automated Software Updates
- Reduced IT Maintenance
- Data Accessibility
- Security Improvements
- Disaster Recovery and Business Continuity
- Cost Efficiency



Value of Better Data Governance

- Data Consistency and Integrity
- Stakeholder Confidence
- Data Security
- Operational Efficiency
- Innovation and Agility
- Cost Efficiencies



How do You Get Ready for the Future?

Business Intelligence

- Design core data models - standard terms & rich metadata
- Build a secure architecture
- Establish development “Power Users”
- Learn how to build effective visualization



Value of Leveraging AI

- Enhance Decision-making
- Access to New Insights
- Predictive Analytics Capabilities
- Operational Optimization
- Improved Customer Experience
- Personalization and Scale
- Enhanced Accuracy and Precision
- Competitive Advantage



Value of Actionable Insights from BI

- Enhanced Decision-making
- Improved Data Comprehension
- Quicker Identification of Trends and Issues
- Increased Engagement and Better Communication
- Strategic Alignment
- Competitive Advantage



Platform Specific Recommendations



How do I Choose the Right BI Platform?

- Data Integration Capabilities
- Ease of Use & Ease of Learning
- Scalability & Performance
- Data Visualization
- Security
- Cost
- Mobile Accessibility
- Community



Is Fabric in Your Future?



What is Fabric?



- “... An **all-in-one analytics** solution for enterprises that covers everything from data movement to data science, real-time analytics, and business intelligence. It offers a comprehensive suite of services, including data lake, data engineering, and data integration, all in one place.”
- | | |
|--|---|
| <p>Single platform for:</p> <ul style="list-style-type: none"> • Data movement • Real-time analytics • Business intelligence | <p>Services included:</p> <ul style="list-style-type: none"> • Data lake • Data engineering • Data integration • Data governance • AI/ML services |
|--|---|

Fabric – One Unified Environment



Microsoft Fabric

The data platform for the era of AI



Data
Factory



Synapse Data
Engineering



Synapse Data
Science



Synapse Data
Warehousing



Synapse Real
Time Analytics



Power BI



Data
Activator

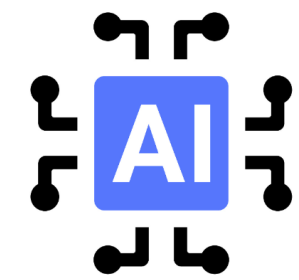


OneLake

Why Consider Fabric?



Unify Your Data Estate



Manage Powerful AI Models



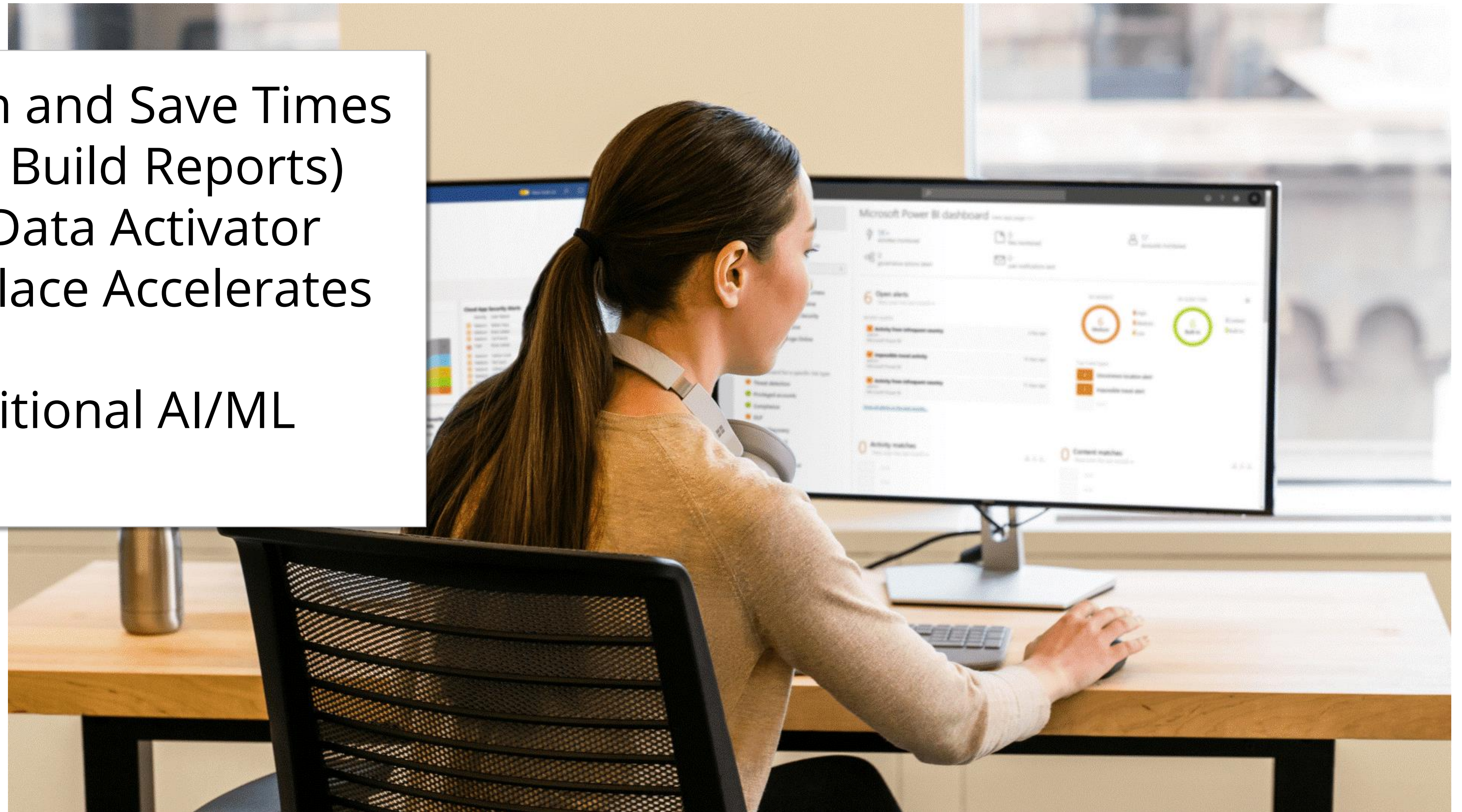
Innovate Faster and Empower Every User



Govern and Protect Your Data

What Does Fabric Offer to Power BI Users?

- Faster Refresh and Save Times
- Co-pilot (Auto Build Reports)
- Synapse and Data Activator
- Data in One Place Accelerates AI/ML Work
- Access to Additional AI/ML Capabilities



What is Copilot for Reporting?



https://www.youtube.com/watch?v=wr__6tM5U6I

Copilot in Power BI

What Should You do to Prepare for Fabric?

- Learn how to use the fabric environment
- Decide how you are going to manage data engineering
- Standardize/document business terms and business logic
- Implement data governance
- Clean up your data sources



Don't Forget the People

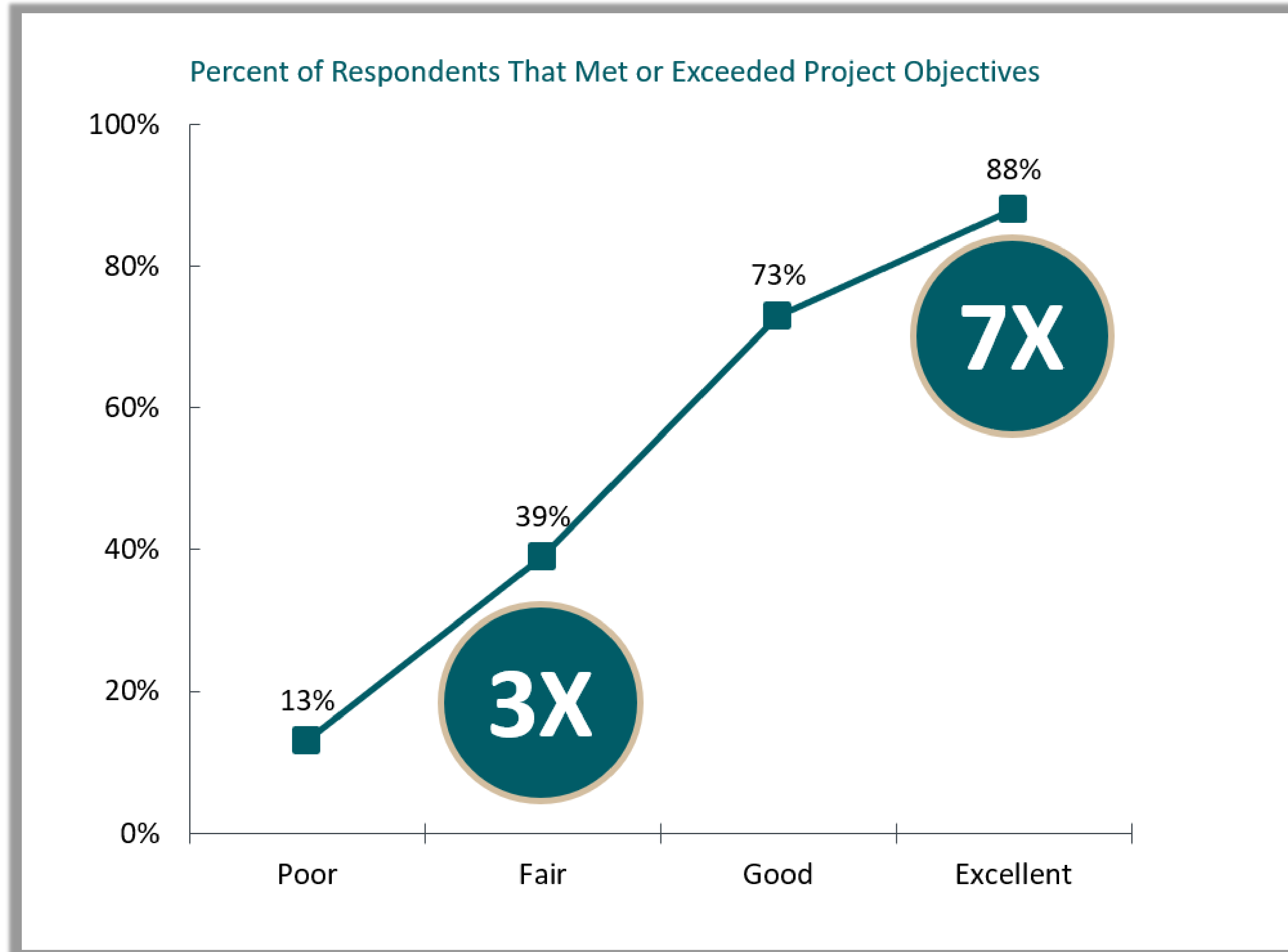


Helping People into the Future

- Create a change management plan
- Build a team of change agents
- Identify potential detractors
- Develop training materials
- Design a roll out plan
- Communicate early and often
- Track usage and follow up with help



The Value of Change Management



What Does the Future Look Like?

- Data core to decision making across the organization
- All data sources seamlessly integrated
- Governed datasets apply consistent business logic
- Smart data models accelerate insights
- Natural language used to drive analytics
- AI/ML capabilities reveal insight not previously considered
- Users don't even realize they are using AI



Steps to Get Going Now

1. Use the BI Maturity Matrix to assess your current state
2. Prioritize Areas for Improvement
3. Let JourneyTEAM help:
 - ✓ Data Strategy & Roadmap Assessment
 - ✓ Data Lakehouse Fast Track Project
 - ✓ Power BI Sherpa Project
 - ✓ Power BI Health Check
 - ✓ Sign up for a Fabric in a Day Class
4. Schedule a Free Consultation



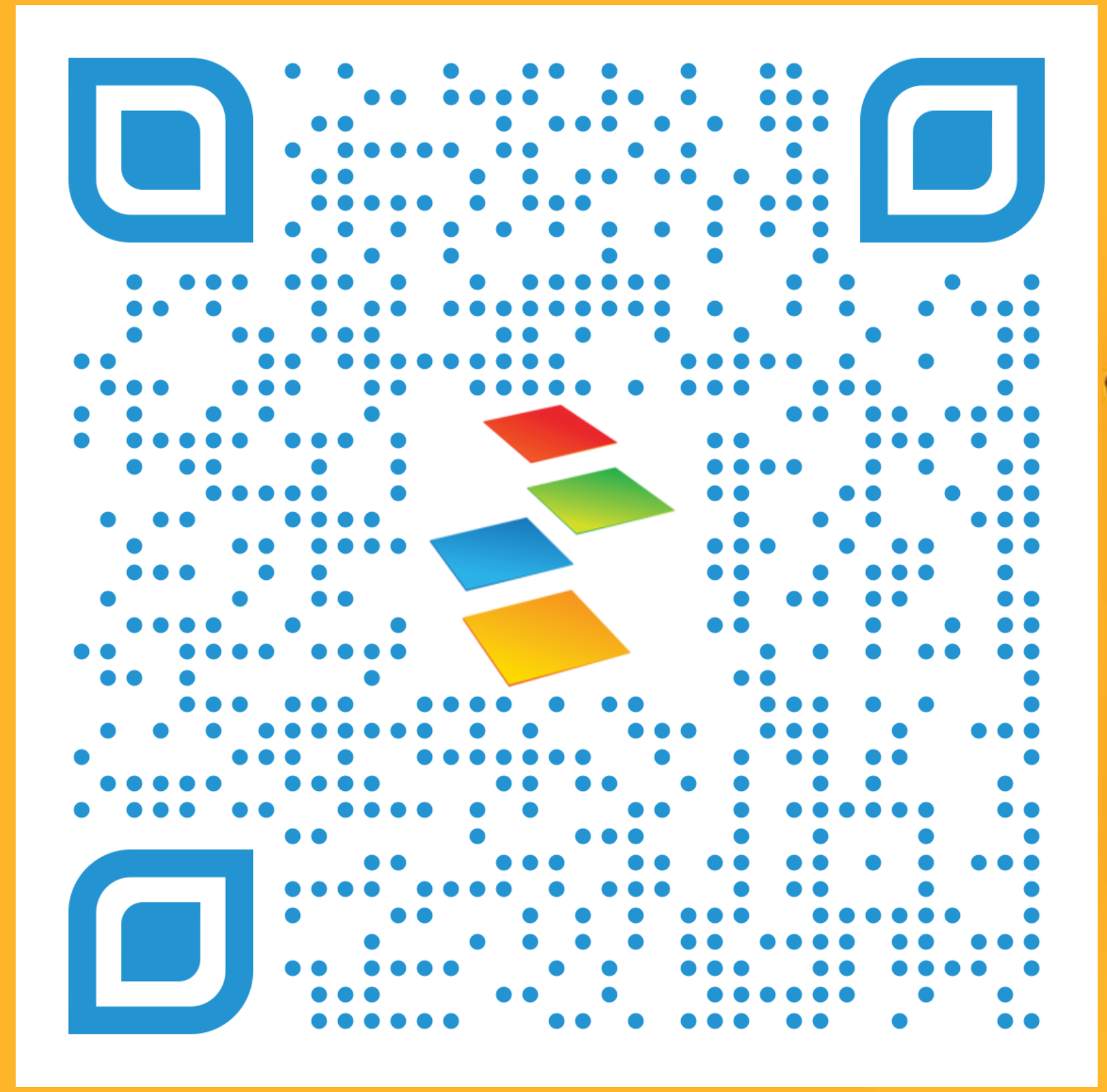
Request any of these on the survey!



Questions

We love feedback!

Please complete the session survey **for an extra giveaway raffle ticket!**



Thank you!

We will see you back in the future



Start now. . . before you're **OUTATIME!**



Thank You!

Let's Connect:

Jim Hill

Kennedy Kelley

Info@journeyteam.com

