

Case Study

Technology company turns to Avanade to transform the business with Big Data



Business situation

Companies everywhere have recognized the critical role Big Data can play in improving myriad aspects of the business. However, as organizations also have discovered, unlocking the value inherent in the data is not always easy. In fact, it's often challenging to generate insights from the vast cache of rich data a company collects and to use those insights to positively influence company performance.

Large technology companies, whose products and services are a huge source of customer and usage data, are no exception. When one such company approached Avanade, it had long been focused on more effectively using the data its products and services generated to make better business decisions, and built a powerful platform to help in that effort. Encompassing tens of thousands of computers across many data centers, this platform enables the company to store and process massive amounts – petabytes – of search, click stream, usage, and other data the company collects on a daily basis.

However, while the platform is a major asset for the company, fully capitalizing on it takes not only sufficient resources to act on the ever-increasing number of requests for data analysis from the business, but also the skills to be able to manipulate and mine the data and turn it into meaningful, actionable insights.

Why Avanade

Seeking a partner to help make better use of its available data, the company turned to Avanade. **Avanade brings a wealth of experience in generating tangible business value from Big Data, as well as leading skills and assets that are critical to helping companies solve their most pressing Big Data analytics challenges.** Avanade's distinguishing capabilities and assets include:

- **End-to-end expertise:** Avanade's professionals have deep expertise executing data on the customer's platform through the full cycle – from processing raw data to producing optimized structured streams and, ultimately, the analytics that transform Big Data into business intelligence. For instance, they are highly skilled in developing

the algorithms critical to leveraging a distributed processing model most efficiently, and in advanced analytics such as machine learning and experimentation.

- **Data mining capabilities:** Avanade is especially adept at sorting through the vast quantities of data that resides in a customer's platform, extracting the pertinent pieces that are relevant to the business problem at hand and summarizing the data in a way that suggests specific actions to be taken.
- **Global delivery model:** Avanade's global delivery model – comprising onshore and offshore professionals – provides the size and scale to cost-effectively serve a customer's teams anywhere in the world, giving them access to additional capacity to handle increased workloads when necessary.
- **Full toolkit:** A suite of sophisticated Avanade tools – including Job Performance Monitoring, Scope Power Tools, All Schemas Filter – enable teams to work efficiently, thus saving customers time and money.

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- **Industrialized approach:** Avanade's ability to develop and implement an industrialized approach to big data processing, optimization and analysis helps customers decrease delivery time, while increasing analytics quality and consistency as well as code reusability.

In short, Avanade is the right partner to help companies leverage data platforms to make better business decisions, more quickly, to improve overall business performance.

The solution

Since 2010, Avanade has been a valuable partner to this company for doing Big Data analysis, working with several business units under a managed services arrangement to more fully leverage the company's vast data cache.

Avanade worked with each business unit to address a variety of challenges.

One project involved addressing a significant backlog of requests from a business line. Avanade augmented the customer's team by adding a mix of onshore and offshore Avanade professionals, who reduced backlog and, going forward, will process new requests from the business more quickly. In fact, for one business partner, **the Avanade team reduced the time to data from one month to minutes, providing a major boost to the timeliness and effectiveness of that team's decision making.**

Avanade is now helping the company build new tools and processes that ultimately will enable it to create a factory model for handling routine data-processing requests. The factory will not only further improve the speed and efficiency with which such requests are handled, but also will free up time for the company to work on more complex, value-adding tasks.

In another project, Avanade worked with a business line to improve data and insights agility, which was critical given the team's practice of making engineering decisions about its products in real time and based upon the outcome of releases. For

example, when a release launched, the team would need comprehensive and virtually instant feedback on how that release was received so they could quickly adapt the product or service and re-release it with minimal impact on customer satisfaction. The problem was that while that information was housed in the data platform, it simply wasn't available in a format that aided decision making. Avanade helped the team gain quick access to that data themselves in an ad hoc way, allowing the team to get the insights they needed and quickly course-correct when necessary.

A third project involved working with a business group to improve marketing effectiveness. For instance, Avanade helped the group create tightly defined customer segments (based on a variety of demographic, product purchase and usage data available in the data platform) to support more accurate campaign targeting. Avanade also worked with the group to harvest and mine data from the platform for analysis and reporting to answer specific marketing questions, as well as to conduct pre- and post-analyses to demonstrate the impact of specific marketing campaigns.



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Results realized

Across these and other key projects – some of which remain ongoing – Avanade has helped its customer in three key ways.

- **Dramatically reduced the “time to data.”** Avanade augmented the company’s in-house team with personnel and tools so more internal customer requests could be processed, and more quickly; in one instance reducing the time to data from one month to minutes. This has enabled the business to make more informed and timely decisions, which is critical when a fast response is needed to a particular business issue.
- **Improved the overall experience for customers.** By gaining a more comprehensive view of the company’s customers and customer segments across all offerings, Avanade helped the company create more relevant, effective campaigns as well as products and services that meet customers’ needs.
- **Supported an R&D “feedback loop” to continually improve offering performance.** Avanade helped the customer extract data from the platform to allow product development teams to understand how existing products and services are received and perform and, consequently, use that information to enhance future versions of the offerings.

In a world where companies continue to generate ever-increasing amounts of data, the need to find a way to use that data for competitive advantage becomes more urgent. With a combination of deep technology and analytical skills, a proven and industrialized approach, and market-leading tools and assets, Avanade is uniquely positioned to help companies of all kinds unlock the hidden value in their data.

About this customer

This global technology company has corporate sites in more than 50 countries and markets its products to more than 150 countries around the world. Its market-leading brands represent common household names around the world.



About Avanade

Avanade helps customers realize results in a digital world through business technology solutions and managed services that combine insight, innovation and expertise focused on Microsoft® technologies. Our people have helped thousands of organizations in all industries improve business agility, employee productivity and customer loyalty. Avanade combines the collective business, technical and industry expertise of its worldwide network of experts with the rigor of an industrialized delivery model to provide high quality solutions using proven and emerging technologies with flexible deployment models—on premises, cloud-based or outsourced. Avanade, which is majority owned by Accenture, was founded in 2000 by Accenture LLP and Microsoft Corporation and has 21,000 professionals in more than 20 countries. Additional information can be found at www.avanade.com.

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