Capgemini

DRIVING BETTER MARKETING RESULTS WITH **MICROSOFT AZURE SYNAPSE**

Capgemini helps a technology company repair its data pipeline and build a robust and resilient analytics environment

CHALLENGES

- The company's global marketing team had an inadequate reporting and analytics environment as its data had varied levels of detail and quality and was cobbled together from different organizations across the company, creating inconsistencies and duplicated information.

- Its analyst interface and toolset were outdated, and its fragile data pipeline required a manual refresh of reports, creating technical debts that made future activities more complex and time-consuming.

- Marketing analysts and data scientists were spending a great deal of time finding, validating, and processing project-level data sets.

Industry: Technology

Location: North America

Technology and services:
Insights & Data and Microsoft Azure Synapse, Azure SQL, Power BI, and Power Platform

SOLUTION

- Capgemini built an environment to integrate data from the enterprise data lake with other telemetry sources for the global marketing team, unifying the data layer across operations and analytics.

- Data-estate migration built on a Microsoft Azure and Synapse Analytics foundation with Microsoft Power BI

- The data mesh architecture boosted speed and agility in analytics, data science, and reporting, meeting the needs of different business units across the organization.

- The solution benefitted from Capgemini's partnership with Microsoft through early access to software and tools and the ability to provide feedback for future product enhancements.

- The marketing team could leverage this environment as a one-stop-shop for trustworthy, reliable, on-demand connected sales and marketing insights.

RESULTS

- The overall effort repaired the company's disjointed data pipeline and established a robust and resilient analytics framework for better marketing insights and an improved user experience.

- More than 60 new key metrics available, with simplified, scalable, and reliable data flows

- Accelerated the speed-to-market for new capabilities by 30 percent while enabling timely business decisions for the global marketing team

- Insights allowed marketing to identify where program investment is needed to drive customer wins, prevent customer churn, and benefit from cloud usage

- Accelerated sales and increased revenue

Learn how **Capgemini** and **Microsoft** help smart businesses go further.

About Capgemini

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided every day by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 360,000 team members in more than 50 countries. With its strong 55-year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering, and platforms. The Group reported in 2022 global revenues of €22 billion (about $23 billion USD at 2022 average rate).

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