

Cybage delivered an **end-to-end data lake implementation** to provide **intuitive, targeted, and predictive** business insights



About the Client

- Provides award-winning cloud, hybrid, and on-premises solutions to migrate, manage, and secure content within enterprise collaboration platforms
- Helps accelerate and streamline content migration, management and security for Microsoft SharePoint, OneDrive for Business, Office 365, Exchange, and other cloud collaboration services
- Its solutions simplify the IT operations at more than 20,000 organizations worldwide

Business Needs



- Provide a uniform view of product, sales, and customer behavior for operational efficiencies, better customer experience and product forecasting
- Increase visibility on sales KPIs such as revenue, renewals, license conversion, and customer responsiveness
- Implement smart data aggregation and in turn improve operational efficiencies and CSAT (Customer Satisfaction Score)
- Provide role-based access to track and control data
- Offer custom reports and data querying capability

Solutions



- Designed an end-to-end Azure data lake implementation strategy right from data ingestion, aggregation and structuring of business/enterprise data
- Developed an API-based custom connector to telemetry data to Azure Data Factory
- Implemented a steady data pipeline to make sure right data is available for reporting
- Developed Power BI-based reporting and dashboard solution that provided holistic reporting based on single source of truth
- Produced key reports that provide prescriptive insights for Sales team for building long-term customer relationships and Product team to make investments in the right features
- Ensured Daily data load: Between 138 GB < X < 200 GB and established full security along with restricted access

Business Impact



- Ensured **intuitive and prescriptive analytics** for different personas
- Achieved **business-focused insights** that ended up creating **targeted marketing campaigns**
- Analyzed and **predicted customer behavior** and **product anomalies**
- Identified **bread winner features** that helped product managers to better plan their roadmaps
- Maximized likelihood of sales** with proactive customer support and understanding of priorities and transaction history

Technology Stack

Azure Data Factory and other services



CI/CD/DevOps



Development, Testing and PLM



Cybage Hi-Tech

- Automotive Retail
- Customer Experience & Market Research
- Digital Security
- Enterprise Workflow Solutions & Rules Engine
- Software Tools & Platforms
- Social & Collaboration Platforms
- Human Resource Management Systems

Comprehensive Data Lake solutions for Targeted and Predictive Business Insights

business@cybage.com | Explore More

