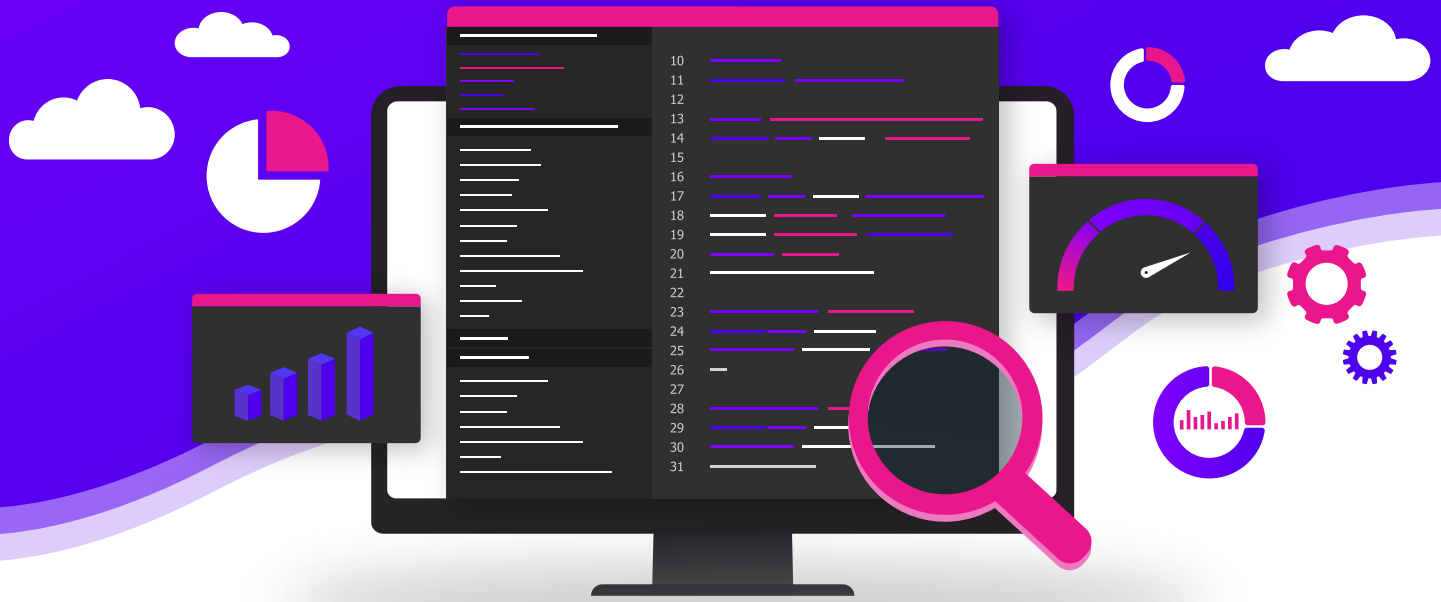


CYBAGE INTEGRATED POWER BI SOLUTIONS TO HELP AN AWARD-WINNING CLOUD, HYBRID AND ON-PREMISES SOLUTIONS PROVIDER IMPROVE DATA VISUALIZATION



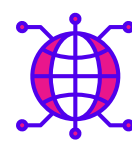
ABOUT THE CLIENT



Is a US-based company that provides software solutions for the fast-paced world of enterprise IT



Offers an award-winning self-help portal, hundreds of engineers, and the dedication of a single point of contact managing issues through resolution



Its solutions simplify the IT operations at more than 100,000 organizations worldwide

BUSINESS NEEDS



Manage multiple data platforms



Solve complex relationships



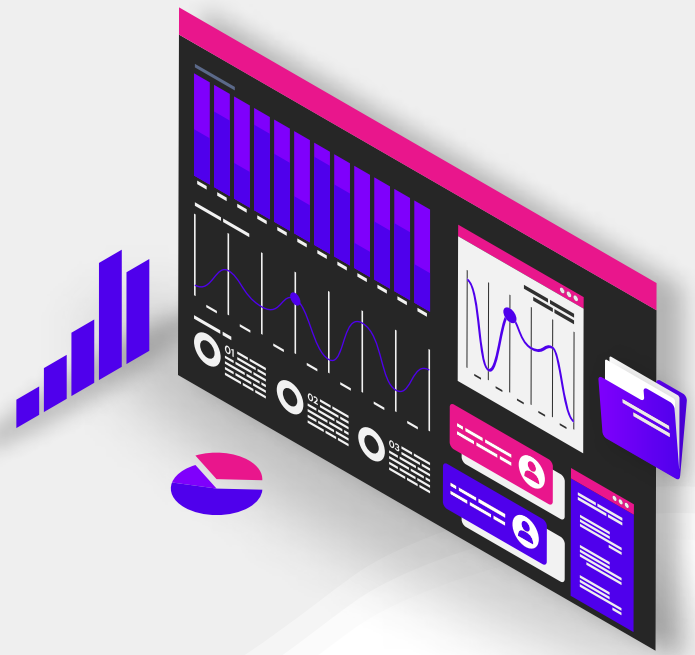
Enhance data visualization



Improve predictive sales visibility

SOLUTIONS

- ✓ Stored product usage data in Azure Telemetry BLOB storage
- ✓ Migrated data from Salesforce and License DB to Azure Data Lake Staging via Azure Data Factory
- ✓ Integrated a staging layer to store data from Telemetry BLOB, Salesforce CRM, and License DB
- ✓ Moved all the processed data related to reporting KPIs into analytics layer
- ✓ Created visualizations in Power BI after pulling data from analytics layer
- ✓ Published Power BI visualizations as dashboard to cloud where authorized users can access through O365 Accounts



TECHNOLOGY STACK



BUSINESS BENEFITS



Accumulated data from multiple sources (CRM, Licensing and Product Usage) within Azure data lake

Advanced visibility on sales KPIs such as revenue, renewals, license conversion and customer responsiveness, etc.

Achieved near real-time cross application analysis through interactive visualizations

Increased enterprise efficiency to identify “bread-winner” product features for a focused revenue growth

Cybage Business Intelligence Services



BI DW Consultation



BI reporting and analytics



Data Integration



Product Engineering

Delivering Intelligence for Unique Business Needs

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