


 Make AI part of your everyday ✕

Inspire your teams with a frictionless data platform

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# Optimize your data to maximize the benefits of AI

Microsoft Fabric brings deeper insights and AI readiness at scale

 Activating Copilot...

## Is your data ready for AI?


A decade ago, business visionaries said, “every company is now a tech company.” Then it was “every company now is a data company.” Now, there’s a new game in town: every company is (or should be) an AI company.

Accenture and Avanade understand this isn’t a change in direction, nor a contradiction from those earlier perspectives. It’s a natural, if rapid, evolution. AI, including new generative AI uses, increases the business value of data by an order of magnitude. It enables more of your people, from business executives, managers and workers on the front lines, to use more data and data analytics responsibly in more ways than ever before. AI puts data’s value to the enterprise on steroids.

On this point, business executives agree. According to an [Avanade survey](#) of 3,000 business and IT executives around the world, nearly all (92%) agreed that organizations need to shift to an AI-first operating model in the next 12 months to remain competitive. And almost everyone (95%) shares our optimism in an AI-first future.

But that sound you hear is the other shoe dropping. Just about as many (94%) say they need to increase their data platform investments to make those aspirations a reality – and scale them across their enterprises. Executives say they need to do more, but they’re not sure what “more” looks like. Accenture and Avanade believe organizations need to make generative AI and copilot assistance an intuitive part of their business users’ current tools, rather than an additional, technical system on which they must train employees, and another bottleneck that employees must continually navigate from their existing work environment.

Our recent [research](#) also found that 63% of executives don’t completely trust the data their company uses today. That’s especially concerning since data readiness – clean, accurate and reliable data – is essential to turn rapidly evolving AI into a powerful business asset. Without great data that can be fully trusted, generative AI is just another shiny object in the technology firmament.



Bringing all your data tools together

Discover a unified data platform



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## Microsoft Fabric: the way forward

Microsoft solves these concerns with Microsoft Fabric, its SaaS data platform that launched in November 2023. Microsoft Fabric delivers an intuitive, consistent, secure and AI-infused user experience throughout the enterprise. It empowers the organization to achieve the data readiness necessary to optimize the value of IT and reinvent the company – whatever its business – as an AI company.

Microsoft Fabric helps organizations from nearly every industry manage their data in a unified foundation across multiple public and private clouds and creates a single source of truth for all data. It's built on an open, lakehouse-centric foundation with data governance built in, so users can access data and insights more easily while trusting it more fully.

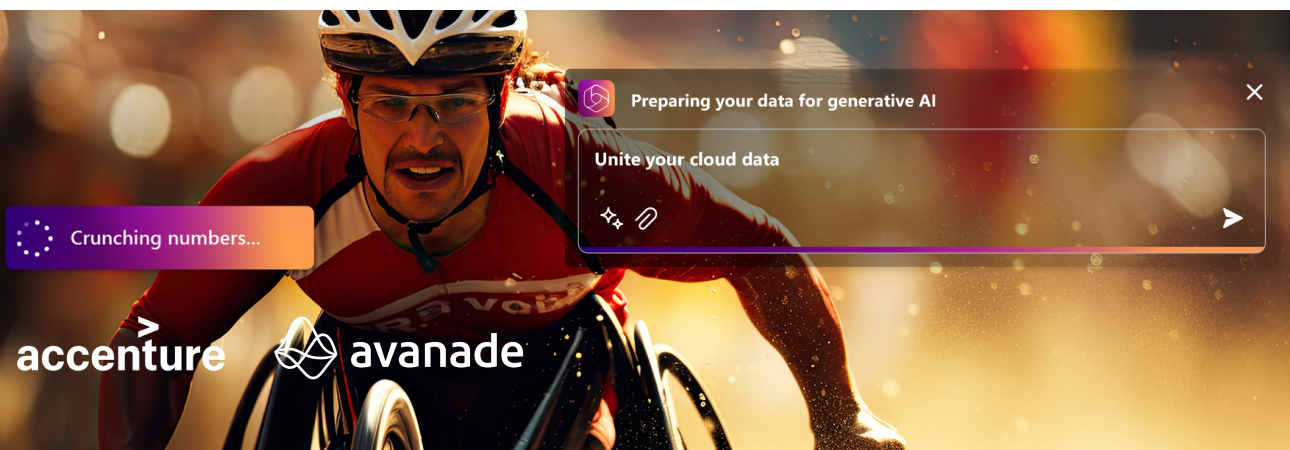
Because Microsoft Fabric is a SaaS solution, enterprises can adopt it and begin using it to solve business problems and optimize the value of their data right away. And because it's an open, integrative data management layer that works with and brings together the existing investments in data tools an enterprise may already have – including Azure Databricks, Snowflake, Azure Data Factory, Azure Synapse Analytics and Power BI – it boosts an organization's ROI on its existing data environment, rather than requiring an expensive rip-and-replace of existing systems. Instead of adding another technology to manage, Fabric reduces the management burden of data and data analytics components.

## Leading global food manufacturer unlocks insights with Fabric

A top international food manufacturer wanted to unlock new insights from its existing customer data platform and simplify its data infrastructure, which included SAP, Informatica, Azure Data Lake, Databricks, Power BI and others.

We brought these existing Microsoft and non-Microsoft investments into the solution, avoiding the time and cost of a rip-and-replace project. Working alongside the client, we helped assign the target MVP architecture and roadmap to overcome pain points for business users. We also prioritized a backlog to test and implement in an eight-week delivery phase.

Based on the early success of this program, the company wants to reengineer its SAP data flow using Microsoft Fabric to implement a faster, less complex and more efficient data platform.



## How big a deal is Microsoft Fabric?

Microsoft CEO Satya Nadella calls Fabric the biggest data-related product release in over 20 years.

Here's why: While there are other ways to approach the data requirements of generative AI and other AI uses, Microsoft Fabric excels – for these five reasons:

**1**

### **Fabric is a complete analytics platform**

Every analytics project has multiple subsystems, often from an array of vendors. Integrating these subsystems can be a complex and expensive process. Microsoft Fabric does the job with a unified user experience and architecture. It empowers every team in the analytics process with the role-specific experiences they need.

**2**

### **Fabric is lakehouse-centric and open**

Fabric's multi-cloud data lakehouse called OneLake – think of it as a OneDrive for all of an enterprise's data – eliminates the need to manage, secure and sync replicated data across multiple data siloes. Every user – from data scientist to business executive – has a single place to go for accurate, reliable and secure data.

**3**

### **Fabric is powered by AI**

Fabric is infused with Azure OpenAI Service to help all users unlock the full value of their data responsibly, so business users find insights more quickly and developers can better leverage generative AI to shape data and insights. Copilot in Microsoft Fabric enables business users to use conversational language to create data analytics systems and visualize results, so they don't need to be prompt engineers or get help from IT.

**4**

### **Fabric empowers business users and more people across the organization**

Fabric's deep integration with the Microsoft 365 applications that employees use every day empowers companies to adopt and accelerate a pervasive data-ready, decision-making culture. They can optimize business insights, disseminate them to others, bring them into presentations and collaborate on them with colleagues, all via the Power BI, Teams, PowerPoint, SharePoint and other Microsoft 365 apps they already use.

**5**

### **Fabric reduces costs through unified capabilities**

Fabric streamlines computing capacity costs too. Instead of paying for excess and untransferable capacity in each of several data analytics systems, Fabric users purchase a single pool of computing to power all their Fabric workloads. Capacity not needed for one workload can be consumed by any of the others.

## We like Microsoft Fabric so much, we're also customers

Part of what makes Accenture and Avanade the world's most qualified strategic partners for Microsoft Fabric is that we're also leading clients for the technology. We have implemented and are evolving **the world's largest Microsoft Fabric platform** across our companies.

Accenture is using Fabric to help transform the digital user experience for its 733,000 people by providing new insights about the employee experience. For Avanade, Fabric is simplifying last-mile data provisioning, widening access to enterprise data for more employees and accelerating time to insights.

Avanade's journey to Fabric started with a need – which we share with our clients – to unlock more value from our data and accelerate our responsible use of AI to scale our business. Over the last three years we've consolidated and optimized our own data infrastructure, moving responsibly to a data-ready platform based on Azure Synapse. As our business and the technology landscape have evolved, we took a step back in late 2022 to refresh our data strategy.

We've reinvented our approach to data by pivoting our data operating model to bring domain and data expertise closer together. We're realizing a relentless focus on business value with a data ready-driven approach, and we're focused on strengthening a new culture that elevates data value achievement.

We turned to Microsoft Fabric as a core pillar and technical backbone of our internal data strategy. We deployed Fabric in production at scale as our analytics platform. This gives us internal reporting and analytical capabilities that are used across Avanade's 60,000-person workforce worldwide.

To implement Fabric, we seamlessly deployed data mesh-style architectures and adopted a hub-and-spoke data model, democratizing data and improving business insights for Avanade teams. This helps us deliver stronger analytics and AI outcomes for you, our clients.

We'll continue to work throughout 2024 and 2025 to migrate all workloads from our existing Azure-based PaaS services to Fabric-native services.

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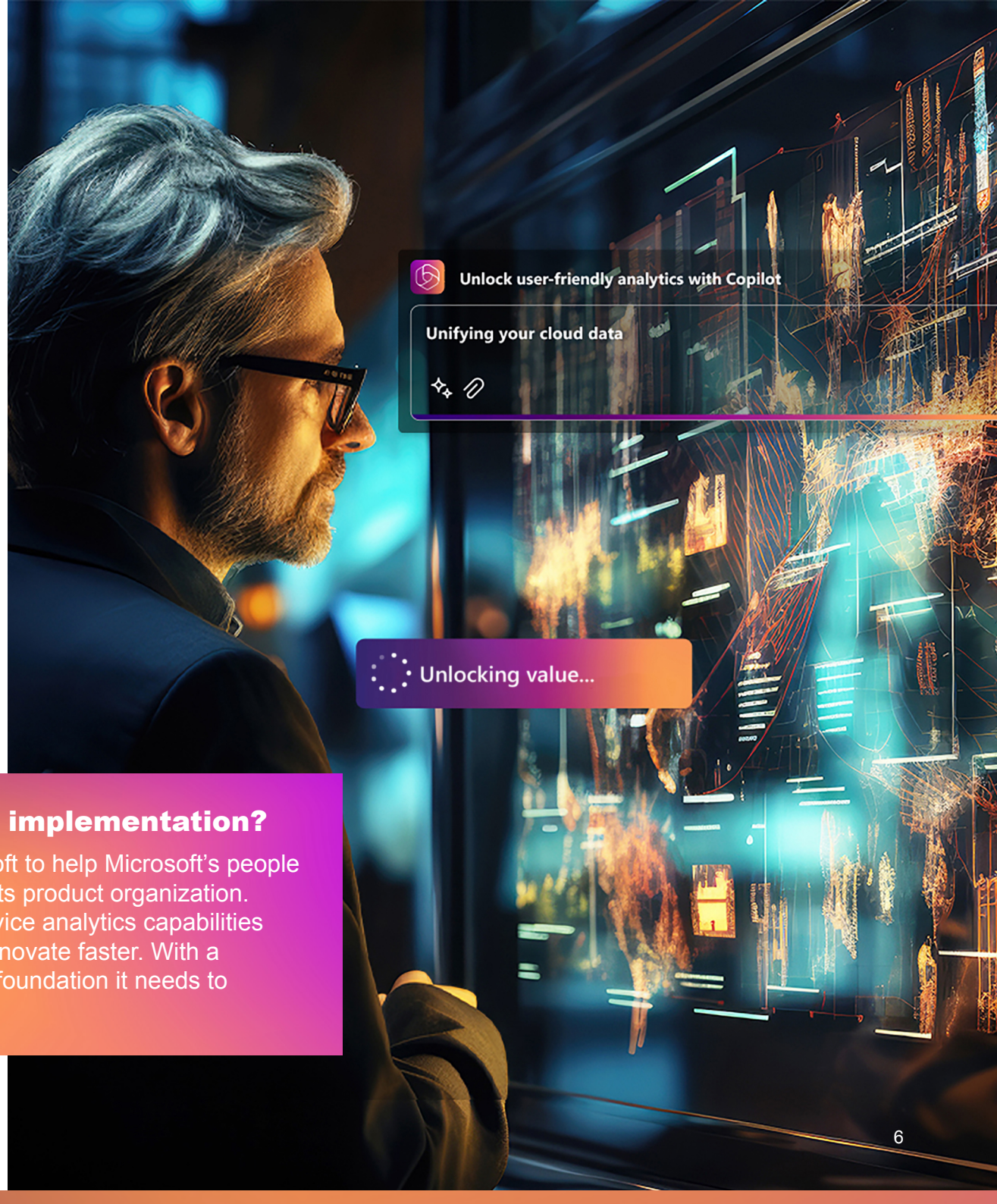
## What we learned – and what you should know

Our internal team was struck by **the user-friendly nature of Microsoft Fabric**. While Azure requires separate development, testing and production environments, **Fabric operates intuitively like Power BI**, offering a single environment where development, test and production workspaces can be spun up and managed with ease.

**With Fabric's self-service capabilities**, business users can access data and sources to conduct their own complex analysis. However, when usage inevitably snowballs, **a lack of control and governance** can introduce challenges. To combat this, Avanade **designed a robust, responsible governance structure and plan**, which we put in place from the start to ensure we achieve our business goals.

### Who does Microsoft turn to for Fabric implementation?

Accenture and Avanade are collaborating with Microsoft to help Microsoft's people access, manage and act on data and insights across its product organization. We're helping Microsoft use Fabric to provide self-service analytics capabilities that unlock the power of its data and help its people innovate faster. With a simplified, integrated platform, Microsoft has the data foundation it needs to accelerate its adoption of AI.



Unlock user-friendly analytics with Copilot

Unifying your cloud data



Unlocking value...



Getting you ready for the AI-first future

Innovating with purpose



Optimizing systems...

## The best way to implement Microsoft Fabric

Many companies could start to implement Microsoft Fabric, to a degree, on their own. But to deploy Microsoft Fabric at scale and with the governance that helps to harness all data value, ensure maximum benefit, and reinvent the business as an AI company, clients will need more assistance.

Accenture and Avanade have an unmatched array of people, processes and technology assets to empower organizations to maximize their benefits and ROI from Microsoft Fabric and generative AI. The combination of Accenture's industry expertise and Avanade's expertise in Microsoft technologies is unequalled. As part of Accenture's \$3 billion investment in data and AI, Accenture and Avanade have built a dedicated practice of 5,000+ Fabric-certified professionals.

We design and deliver your best Fabric implementation with accelerators and assets that include:

- **A security readiness assessment**
- **A migration approach to help companies** speed the modernization of their data platforms, including SQL Server modernization to Microsoft Fabric
- **Industry and functional accelerators** for finance, customer sales and service, supply chain, manufacturing, retail and consumer packaged goods
- **A complete suite of technical accelerators**, like SQL Server data warehouse modernization to Microsoft Fabric and Tableau migration to Microsoft Fabric
- **Nine offers around Fabric to meet clients where they are**, including introduction, security assessments, legacy data migration and enablement

We also offer a specialized **Fabric training program** as part of Accenture's AI Academy, to help our clients cultivate their own future-ready talent and accelerate their transformations with Fabric. We have trained thousands to become "fluent in Fabric" and will continue to ensure our expertise is unrivalled in the marketplace.

In addition, Accenture and Avanade's credentials include:

- [IDC Marketscape](#) leader for Microsoft Implementation Services
- 18x Microsoft Global Alliance SI Partner of the Year
- 5x Databricks Global Partner of the Year
- 60,000+ Microsoft certifications
- Global reach, with 82 locations across 26 countries

## **Walking the walk on Microsoft Fabric since Day 1**

**We worked with Microsoft on the R&D** to ideate, evolve and design Fabric.

**We worked with Microsoft as the largest Private Preview partner** and as an early-stage client for Fabric.

**We were an official Microsoft Fabric Public Preview partner** and launch partner.

**We were a priority Featured Partner** for Fabric's GA release.

**We are committed to being the #1 partner** for skilled Fabric resources.

## **Get started today**

Ready to learn more about how Accenture and Avanade can help you to optimize your data analytics with Microsoft Fabric? Here are ways to get started:

- Visit [avanade.com/fabric](https://avanade.com/fabric)
- Explore Avanade's range of Microsoft Fabric offers on [Azure Marketplace](https://azuremarketplace.com)
- Contact us at [avanade.com/en/contact](https://avanade.com/en/contact)

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