

# ACCELERATOR

for Data Warehouses

# Acrotrend

Customer insights & analytics

**Connect data from every touch point in the customer journey in a modern, scalable, cost efficient cloud data warehouse.**

**Data is the fuel for your digital transformation.** Whether you are focused on improving customer experience, optimising service delivery, streamlining business operations or making better decisions you need access to data and insights to inform your activities.

**But preparing your data for analysis can be hard.** With customer data stored across both cloud and legacy systems, ever larger volumes of data being generated from diverse sources from social media to wearable devices, the desire to include unstructured data such as natural language in analysis, and the introduction of strict privacy laws controlling how personal data can be used, there are significant challenges to overcome before actionable insights are achieved.

**Cloud native data warehouses provide the security, governance and scalability needed to combine and process all your data** with lower cost of ownership than previous generations of technology.

## Lay the foundations of your data driven transformation.

Acrotrend has delivered over 50 data warehouse projects and has the expertise to connect your data, no matter how or where it is stored. We partner with leading cloud companies to integrate, connect, manage and visualise your data. Our on-shore, off-shore resourcing model, repeatable blueprints and iterative delivery methodology ensure that your project will closely align to your business goals, deliver fast and on-going value, and lower overall cost of ownership.

### WHAT WE NEED

Participation of business and IT stakeholders in workshops to define the scope of each iteration.

Appropriate access to your environments to connect and integrate data.

AWS or Azure compute/storage and software to implement the data warehouse. Acrotrend can advise on cloud / software selection to fit your requirements if needed.

### WHAT WE DO



Audit, analyse, model, prepare and connect your data sources



Automate data ingestion processes and data management



Configure, validate and test the data warehouse setup, access and governance

### WHAT WE DELIVER

- 1) A complete roadmap and implementation services for your data warehouse or data lake project that aligns business goals, process, technology and people
- 2) Discrete, time and cost bound agile delivery cycles that deliver both increasing business value and short term goals / milestones
- 3) A best of breed, cloud native data warehouse that provides business users across your company with cost effective, timely access to data, for reporting, analysis and insights
- 4) A full lifecycle service to support all your data preparation, profiling, ingestion, governance, integration and security needs

### What You Get

4 week delivery iterations

# A modern, cost effective data warehouse using best of breed technology.

**We've recently successfully completed this service for a leading pharmaceutical company.** To hear more about this case study, and to see some of the inputs and outputs, please contact us.



**Shailesh Mallya**  
Head of Technology

## Your Sherpa Leader

Shailesh is one of the founders of Acrotrend and has spent the last 11 years leading consulting engagements and data projects for Acrotrend's largest clients.

Heading the technology and innovation team, Shailesh helps guide companies in the successful adoption of single customer view, data warehouse and data lake projects ensuring best practices are followed at every step of the journey, risks are mitigated and early ROI is achieved.

**About Acrotrend:** We are a Customer Insights & Analytics consultancy who use the right technology, the right data and ask unusual questions to get better business outcomes.

### Who we work with:

