Four game-changing reasons to modernize your data estate

How migrating your legacy appliances to the cloud will transform your organization.

As cloud-forward technology continues to expand and dominate, the urgency to become a data-powered organization has never been greater. Legacy data warehousing and analytics appliances are not only becoming costly to maintain but are not nearly scalable or secure enough to support the fast-paced, agile demands of today's digitally-driven business. With an inadequate data platform, you could be losing ground to competitors and missing opportunities to capitalize on valuable insights.

Modernizing your data estate to a cloud-based data and analytics platform like Microsoft Azure Synapse enables the level of business innovation and speed of change required to remain competitive in today's ever-evolving landscape. With trusted data and artificial intelligence (AI) at scale, you can support the journey from innovation to industrialization while securing the future-readiness of your business.

With a modern data estate...

1. Accelerate time to value while reducing technical debt
2. Increase agility and efficiency
3. Democratize data and analytics
4. Reduce your total cost of ownership (TCO)

Accelerate time to value while reducing technical debt

With traditional on-prem warehouses, numerous data silos not only make it difficult to integrate and analyze data holistically in order to gain complete and accurate insights, but this also slows down time to value and prohibits quick and timely action. With Azure's rich analytics capabilities, organizations can achieve 27% faster time to insight.[1] These capabilities enable organizations to reduce their technical debt underpinned by processes and services to manage and govern data in trusted, ethical, efficient, and secured ways, which can be stored to provide optimal access for advanced analytics and traditional BI. Centralizing and integrating both structured and unstructured data, Azure Synapse leverages AI and machine learning (ML) to unlock patterns and insights that would otherwise be undiscovered. This contributes to a variety of business objectives across your organization—like enhancing customer engagement, improving sales and marketing effectiveness, and increasing operational efficiency—while supporting more informed decision making and helping maintain a competitive edge. In fact, leveraging advanced analytics helps organizations realize 33% more revenue growth and 12X the profit growth than standard on-prem analytics.[2]

Increase agility and efficiency

Legacy appliances are not easily or quickly upgraded in response to increasing workloads, often resulting in long lead times for adding hardware and creating a heavy burden on IT. Azure Synapse—as a part of the greater Azure cloud—provides global availability, efficiency, performance, and scalability underpinned by separate compute and storage without requiring complicated reconfiguration as your data or workloads grow. The cloud also supports greater business continuity and agility with always-on, anywhere access, while Azure's industry-leading security and compliance removes the need for 'worst case scenario' planning.

Democratize data and analytics

While legacy appliances can provide some key analytics that aid decision making, it can still be challenging to provide organization-wide visibility in order to create impact. By democratizing data and putting more complete data and insights directly in the hands of more people, Azure Synapse empowers users across lines of business to create their own analyses and make more data-driven decisions. Having a more automated, hands-off infrastructure reduces the need for extensive infrastructure support staff, while remaining IT gains more time for other objectives. Similarly, business users benefit from self-service access to real-time analytics with less downtime spent waiting for analyses to run.

Reduce your total cost of ownership

Maintaining an on-premises legacy data warehouse is considerably expensive when you add up all the costs of servers, hardware, networking, updates, electricity, staff, and more—not to mention the time and resources demanded from IT. A cloud-based solution like Azure Synapse offers lower implementation and maintenance costs with no infrastructure to manage, along with consumption-based, pay-as-you-go pricing. Forrester reports that organizations achieve 25.7% lower total cost of ownership and an ROI of 271% by moving from on-premises legacy appliances to a Microsoft Azure-based data estate.[3]

Become a data-powered organization with Capgemini + Microsoft Azure Synapse

Cloud-based services can deliver data estate modernization and analytics capabilities that individual companies would be hard-pressed to deploy on their own. An evolution of the proven SQL Data Warehouse, Azure Synapse merges enterprise data warehousing and big data analytics capabilities, delivering unlimited scalability and the real-time performance that many of today's data and analytics applications require.

Leveraging a deep partnership with Microsoft spanning two decades, Capgemini's thousands of professionals around the world are helping organizations use AI-enabled data modernization and analytics to realize a wide range of business benefits that, until now, have been more promise than reality. As one of the world's largest Microsoft Certified Data & AI practices, Capgemini's proven methodology will help you make a seamless transition to a cloud-forward, modern infrastructure on Azure to help your organization leverage data to thrive. We will assess your current data estate, accelerate and de-risk your Azure migration journey, and industrialize your data and analytics platform deployment on Azure through proven practices to deliver business outcomes at record pace.

Learn more at **www.capgemini.com**

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With Capgemini's guidance, a global CPG company modernized its existing data landscape from a legacy data warehouse to Microsoft Azure, resulting in accelerated speed to market, greater agility and efficiency supported by a strong data foundation, and faster delivery of data and information products through platform governance and DevOps based automation.

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