THE POWER OF INTEGRATION

DATA ANALYTICS SOLUTIONS FOR YOUR MICROSOFT ENVIRONMENT

THE POWER OF BEING UNDERSTOOD
AUDIT | TAX | CONSULTING

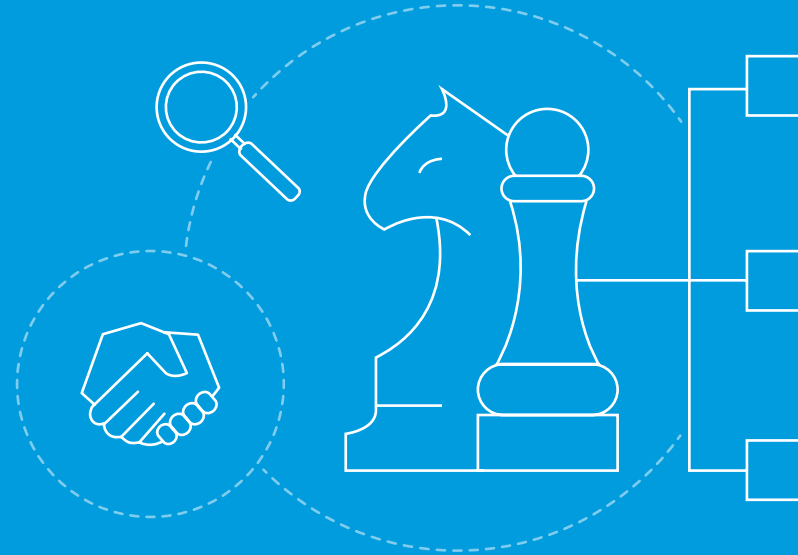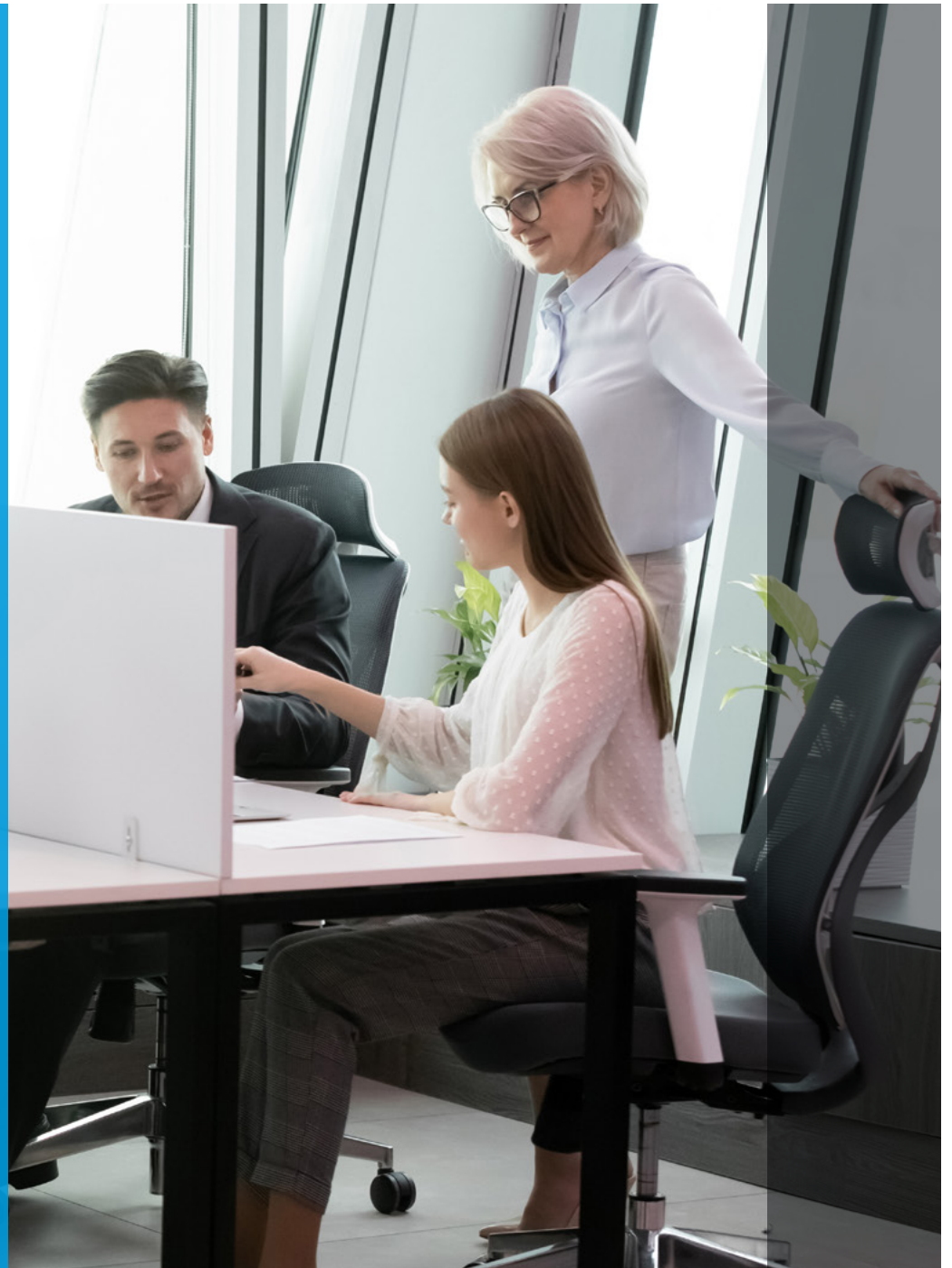**RSM**

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> Every organization's data analytics needs are unique, and the best solutions are the ones that work together to reach your goals more effectively and efficiently.

Many organizations operate in Microsoft environments, and as one of the top Microsoft partners, RSM has the experience and insights to recommend analytics solutions that will integrate tightly into Microsoft architectures. Some of the solutions in this guide are Microsoft-developed products; others are third-party solutions developed to work specifically with Microsoft products. If your organization runs in a Microsoft environment, these solutions can get you up and running faster, with less training and less IT involvement. That's the power of integration.

RSM's data analytics solutions advisors work with each client to fully understand the desired outcomes, then recommend solutions to help the business achieve its objectives.

As you consider the solutions that will be most effective for your business, it's important to keep in mind that you're not ultimately looking for software—you're seeking specific business outcomes.

The following data analytics solutions all integrate into a Microsoft architecture. Each one has distinct strengths, though, so let's explore how each of these offerings can help you meet your needs.

› Optimized data architecture and data federation

Data architecture and data federation both address the technology that controls your data's organization. Data architecture is ideally the first step in any data strategy, offering a framework that outlines how data is acquired, transported, stored, queried and secured.

Data federation is a software process that provides a unified view of your company's data, even if it's stored in multiple databases. Managing your data in this way provides a single source of data without your IT staff having to create yet another database or data warehouse.

> **Azure Synapse Analytics** is a powerful analytics solution that combines data integration, enterprise data warehousing and big data analytics. Synapse brings these together in a unified experience to ingest, explore, prepare, transform, manage and serve data for your immediate business intelligence and machine learning (ML) needs. Designed and operated by Microsoft, this solution integrates seamlessly into your existing Microsoft architecture.

> **Alteryx** is an analytics platform that delivers end-to-end automation of analytics, ML and data science processes. Alteryx enables your organization to build data processes in an efficient, repeatable, less error-prone way, providing a foundational building block for digital transformation or automation. Alteryx can integrate tightly with Microsoft products to amplify the value of Azure, Power BI, Excel, SQL Server and other Microsoft solutions.

> **Snowflake** is a cloud-based analytics platform that allows you to store and access your structured, semi-structured and unstructured data in one location. Snowflake provides for seamless data collaboration to connect businesses globally, all while handling maintenance, administration and other automated services. Snowflake is available on Azure, allowing you to build scalable solutions on Power BI and integrate into your current Microsoft environment.

› Data democratization, management and governance

These three areas of your data framework address the rules for how your people interact with data. Data democratization involves only giving employees access to the data they need but providing access when they need it at any point in the day, week or month. Data management and governance outline the policies and rules that govern how your staff accesses and analyzes your company's data, which provides the foundation for analytical capabilities that help you make better business decisions.
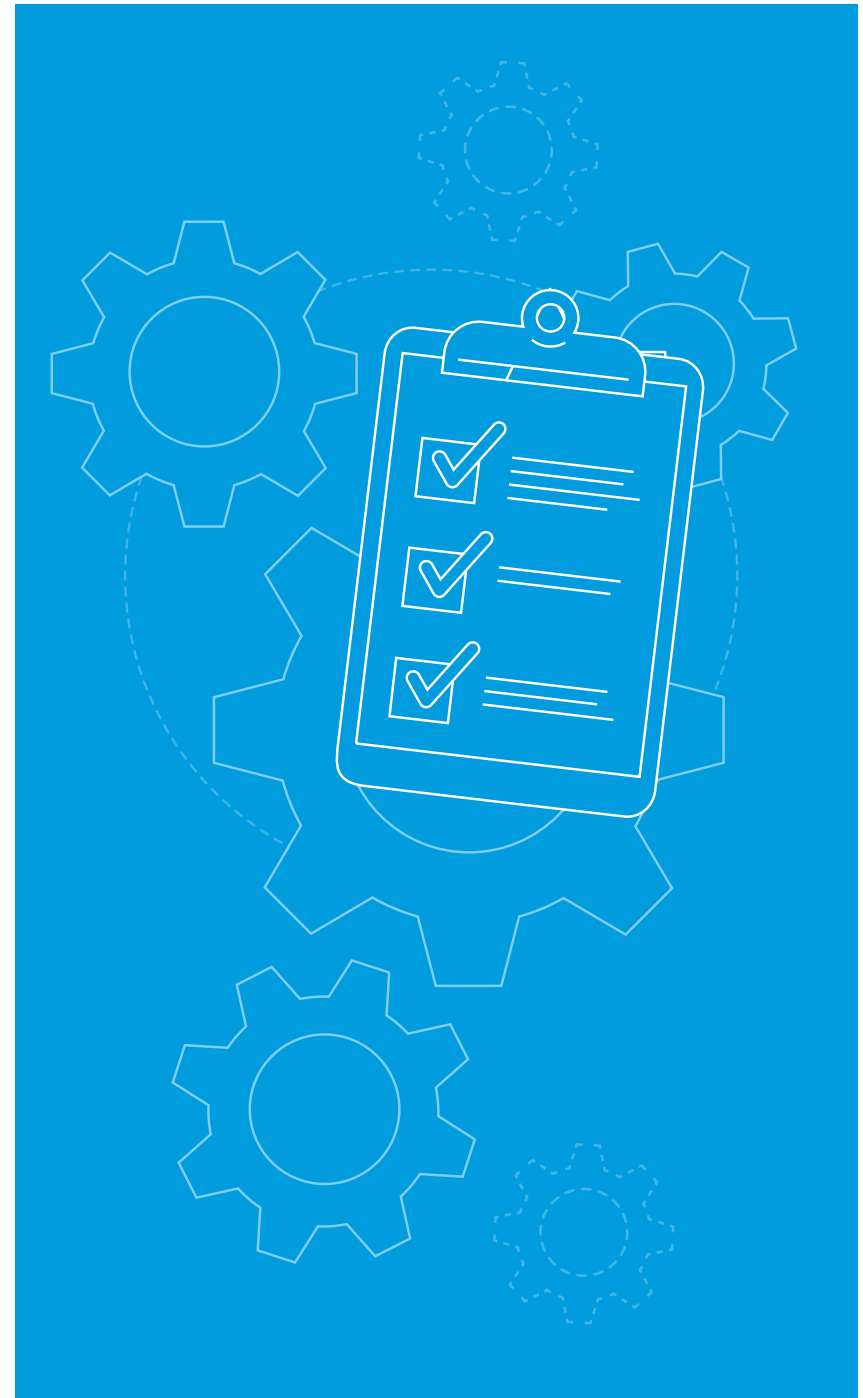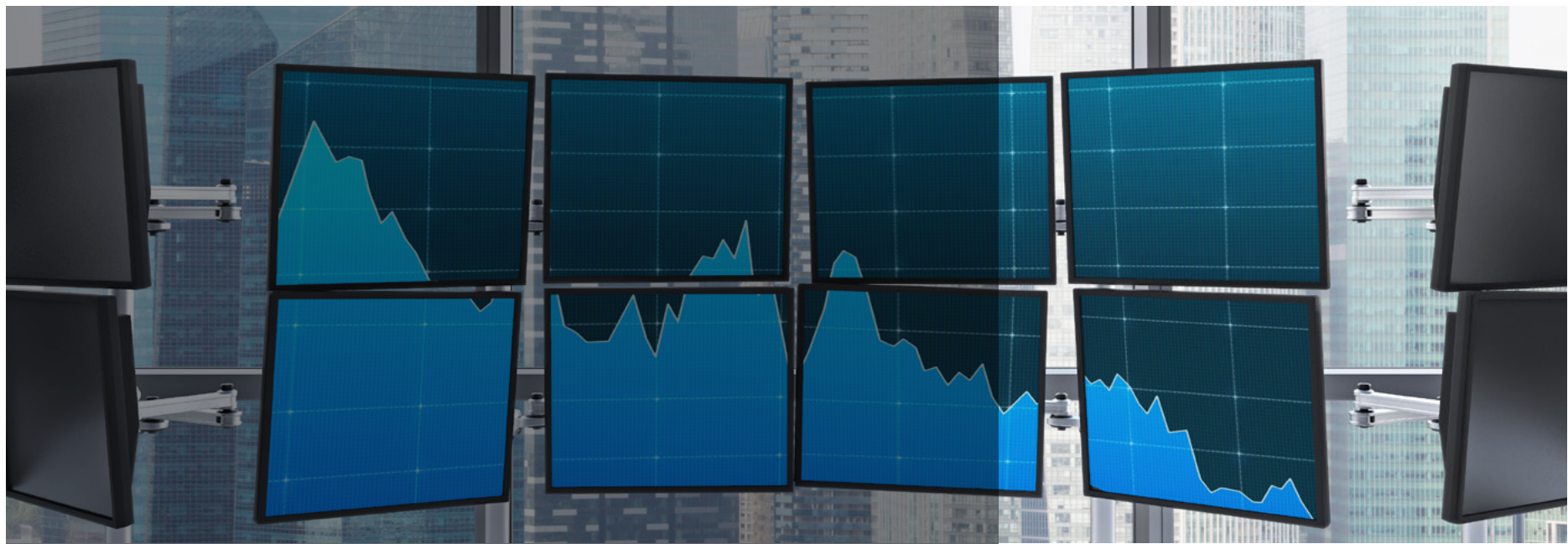
> **Azure Machine Learning** is a cloud service that's designed to accelerate, automate and manage the ML project life cycle. Azure Machine Learning is specifically aimed at teams that are implementing ML operations within an organization to bring ML models into production in a secure and auditable production environment. It has tools to automate workflows, enable collaboration, and build, deploy and manage high-quality models. Since it's a Microsoft service, it integrates seamlessly into your Microsoft stack.

> **Power BI** is a scalable self-service platform that allows you to easily connect to, model and visualize your data. Power BI specializes in deeper data insights, enabling you to get AI-powered answers to your business questions quickly. The platform connects to all of your data sources with the scale to analyze, share and promote insights across your organization—all while maintaining data accuracy, consistency and security. As a Microsoft product, Power BI lets you collaborate and share insights across your existing Microsoft applications, including Azure, Office, Teams, Excel, etc.

> **Tableau** is a visual analytics platform that provides end-to-end visibility into your data. Tableau makes it easier for you to search and manage your data, and faster for you to discover and share business insights. The platform allows you to connect to your data and explore descriptive, prescriptive and predictive analytics. While Tableau is part of the Salesforce family, it has worked with Microsoft to create deeper integration with Azure as well as to provide data visualization for Microsoft technologies, such as SQL Server, SharePoint Server, Excel, Access, Power Pivot and Azure Marketplace DataMarket.

❯ Innovation in analytics

Powerful data analytics solutions can deliver the capabilities your staff needs to gather and analyze key data, no matter where it lives, and generate insights that your company can use to better manage and grow your business. The following solutions will work effectively with your Microsoft environment.

> **Prevedere** is an advanced analytics and ML platform that specializes in predictive planning. The platform's technology helps identify relevant external factors, analyze "what if" potential conditions and monitor for future market shifts to create forward-looking predictive models for your organization. It works across all industries, providing advanced predictions for everything from financial planning and sales forecasting to brand management and data analytics. Prevedere has worked with Microsoft to create integrations with **Office365**, Power BI and other Microsoft solutions.

> **Medallia** is an experience management platform that provides 360-degree visibility into your customer and employee experience. Medallia's comprehensive feedback management capabilities capture every customer-employee interaction, from social media and online feedback to contact center transcripts and online behavior tracking. The platform helps focus your customer and employee experience data into actionable insights, which can lead to higher revenue, greater cost savings and happier employees. Medallia is a third-party solution that integrates tightly with Microsoft Dynamics 365 through a connector.

> **Profisee** is a master data management solution that helps you handle database configuration, governance, quality, storage and more. This scalable, cloud-based platform includes point-and-click logical modeling, which enables you to create a physical schema for master and reference data with built-in logging/auditing to streamline compliance requirements. Furthermore, Profisee is designed to integrate tightly with the Microsoft ecosystem.

> **Celonis** is a process mining solution that provides complete visibility into your processes and uses data from your existing systems to make those processes more efficient. Celonis's technology extracts data from your underlying systems—such as your ERP and CRM—to create comprehensive, real-time visibility into how your processes run. Then the solution helps optimize those systems and improve outcomes across your enterprise. Celonis is a global technology Microsoft partner, is hosted on Azure and works with Dynamics to optimize processes in CRM and ERP systems.

> **TimeXtender** is a low-code, drag-and-drop solution that helps you build a modern data estate. It enables you to quickly integrate your siloed data into a data lake, model your data warehouse and define data marts for multiple BI tools and endpoints. TimeXtender is particularly valuable for middle market organizations, as it assists smaller IT teams by automating much of the creation of the backend data foundation environment. TimeXtender is engineered to integrate tightly with Microsoft solutions like Azure Synapse, Azure Data Lake Storage, Power BI, etc.

All these powerful data analytics solutions can integrate into your existing Microsoft environment. The seamless connection gets you up and running faster and results in less training with less IT help. Each solution offers unique advantages and should be evaluated based on your organization's structure and goals.

RSM's experienced data analytics solutions advisors will work to fully understand your desired business outcomes and assess your current data analytics position before providing an unbiased perspective on the solutions that will work best for you. Our advisors have deep experience with many of the solutions we recommend and can help with everything from advising through implementation. In other instances, we may recommend solutions not directly supported by RSM but which we believe are the best fit for your current IT environment and business.

RSM's data analytics solutions team can help you choose and integrate the best solution into your Microsoft environment.

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