Accelerate your decision making process!

Cortana Intelligence Suite &
Azure Machine Learning

Product Engineering
Enterprise IT Services
Technology Infrastructure

SONATA
SONATA SOFTWARE

DEPTH MAKES A DIFFERENCE

The Traditional BI Stack has Challenges

HANDLING UNSTRUCTURED DATA

The sheer variety of data sources make it extremely difficult in extracting intelligence from social networks, site comments, mobile devices and sensors, among others.

POWER TO USERS

An ad hoc reporting feature for users continues to be out of reach in traditional MS BI. Pervasive BI is still an illusion for most organizations.
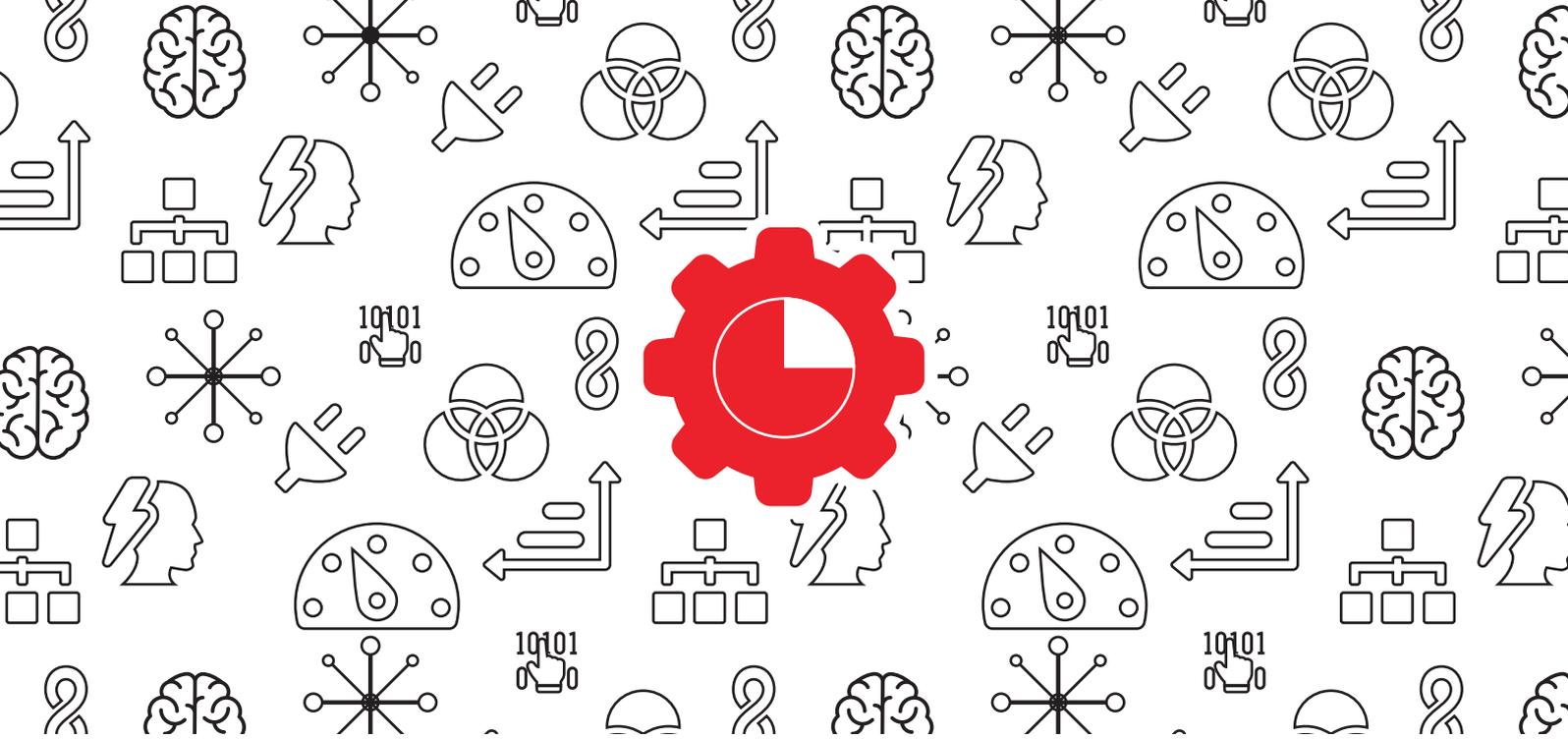
ADVANCED ANALYTICS

Traditional MS BI has few pre-built algorithms and insufficient visualization media. There's dependence on third party software for advanced Analytics (including predictive).

FUTURE PROOF

Growing volumes of data may prove to be a bottleneck both in terms of storage and processing time. Cost of running large softwares on-premise might to be expensive in the long run (especially considering that Azure does not support traditional MS BI).

Why an Advanced Analytics Platform

NEED FOR ANALYTICS DRIVEN BUSINESS FUNCTIONS

Many front-line workers are forced to make decisions, without access to the necessary facts and intelligence, from their own data set to achieve alignment with corporate objectives.

CONSTRAINTS, SCALABILITY AND SOLUTION COMPLETENESS

Current BI applications are not equipped to handle the big data challenge of volume, variety and velocity. In addition, the available analysis power of these applications always fall short when compared to the rate at which the data volume is increasing.

NEW ARCHITECTURE COMPONENTS

MPP platforms, open source technologies and cloud are changing the development, integration and deployment of the new systems.
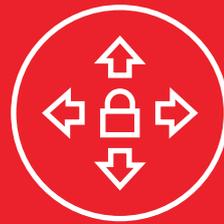
Cortana Intelligence Suite

A fully managed big data and advanced analytics suite that enables you to transform your data into intelligent action.It comes packed with custom apps, business apps, sensors & devices, Azure Data Lake, dashboards & visualizations, Azure Machine Learning and Azure Stream Analytics.
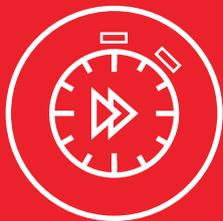
Benefits of Migration

ACTIONABLE ANALYTICS

Predict what will happen with state-of-art machine learning algorithms and automate decision making when dealing with complex problems.

SECURE AND SCALABLE

Keep your data safe and secure on a secure cloud platform with encrypted communications. Elastically scale to petabytes of data.

FAST AND FLEXIBLE

The basic building blocks provided by CIS can be extended into a tailor made solution for any industry. Use languages and the framework you already know.

PERCEPTUAL INTELLIGENCE

Face, speech, text and sentiment analysis to customize responses and drive appropriate actions.

Sonata Offering on MS CIS
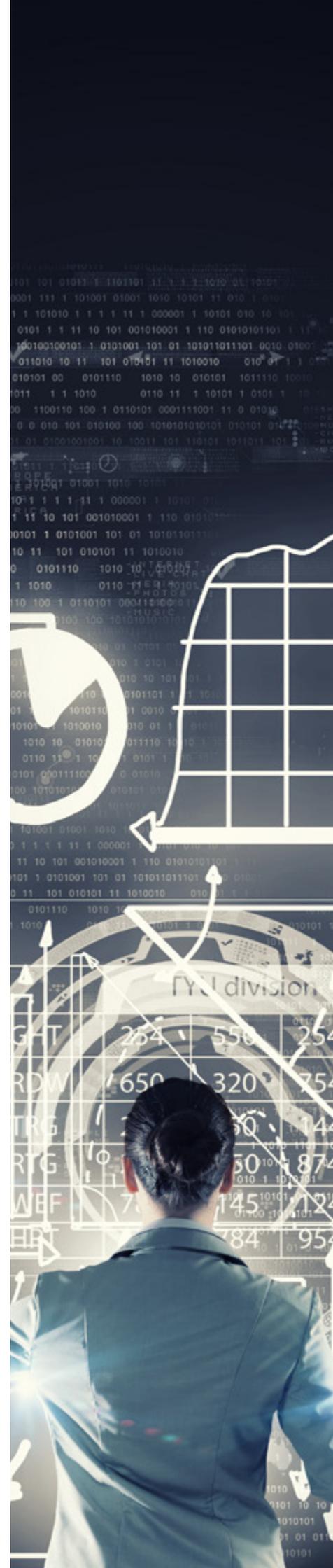
**DATA STORAGE AND
INFORMATION MANAGEMENT**

- Move existing SQL Server BI to
  Azure Cloud

- Migrate to big data based data warehouse
  (on Hadoop/Azure Data Lake)

- Implement advanced analytics using AML
  and business solutions

- Use data factory to integrate structured
  and unstructured data

ANALYTICS

Implement advanced/predictive analytics using
the existing library or build new algorithms to
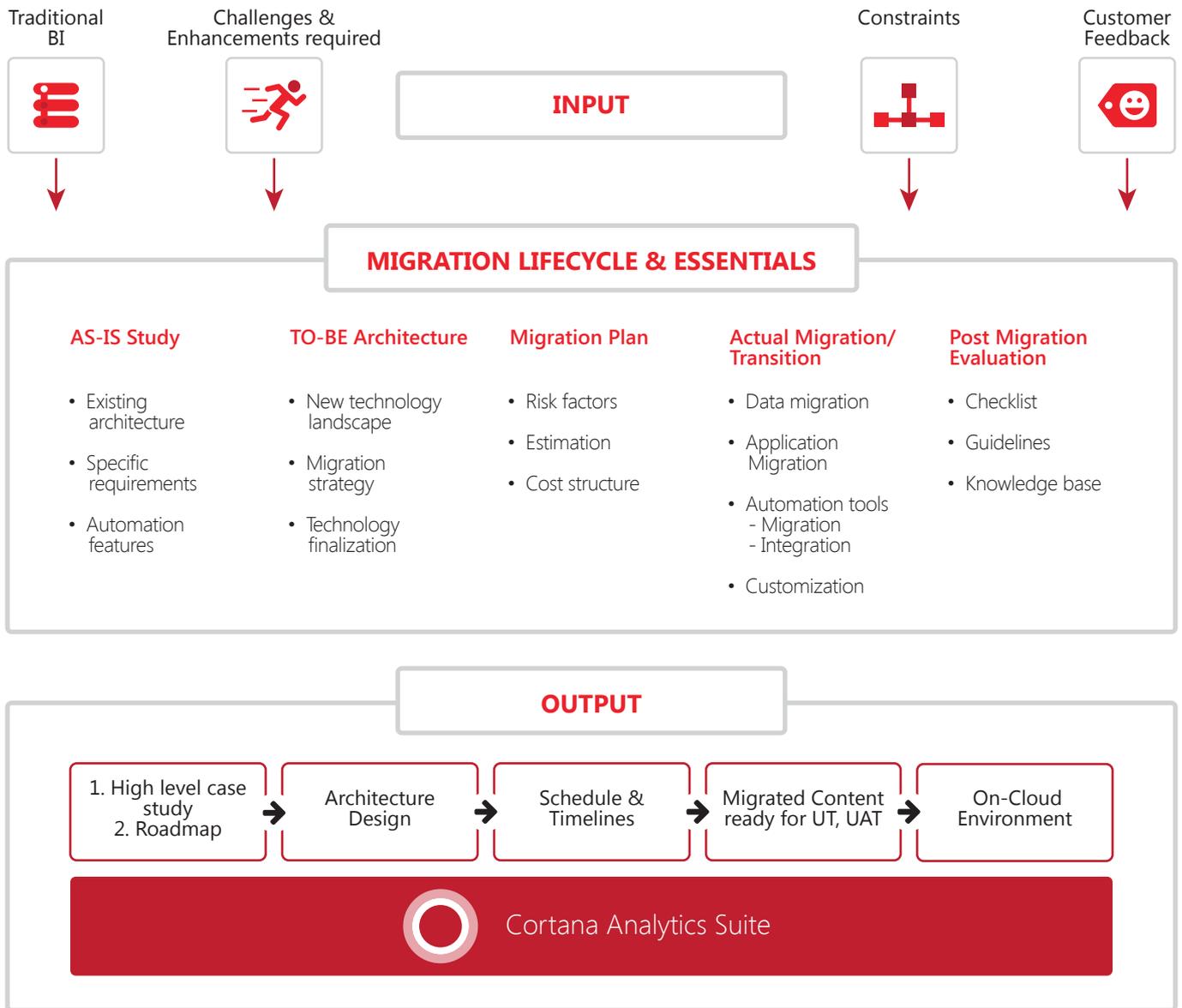address business requirements.
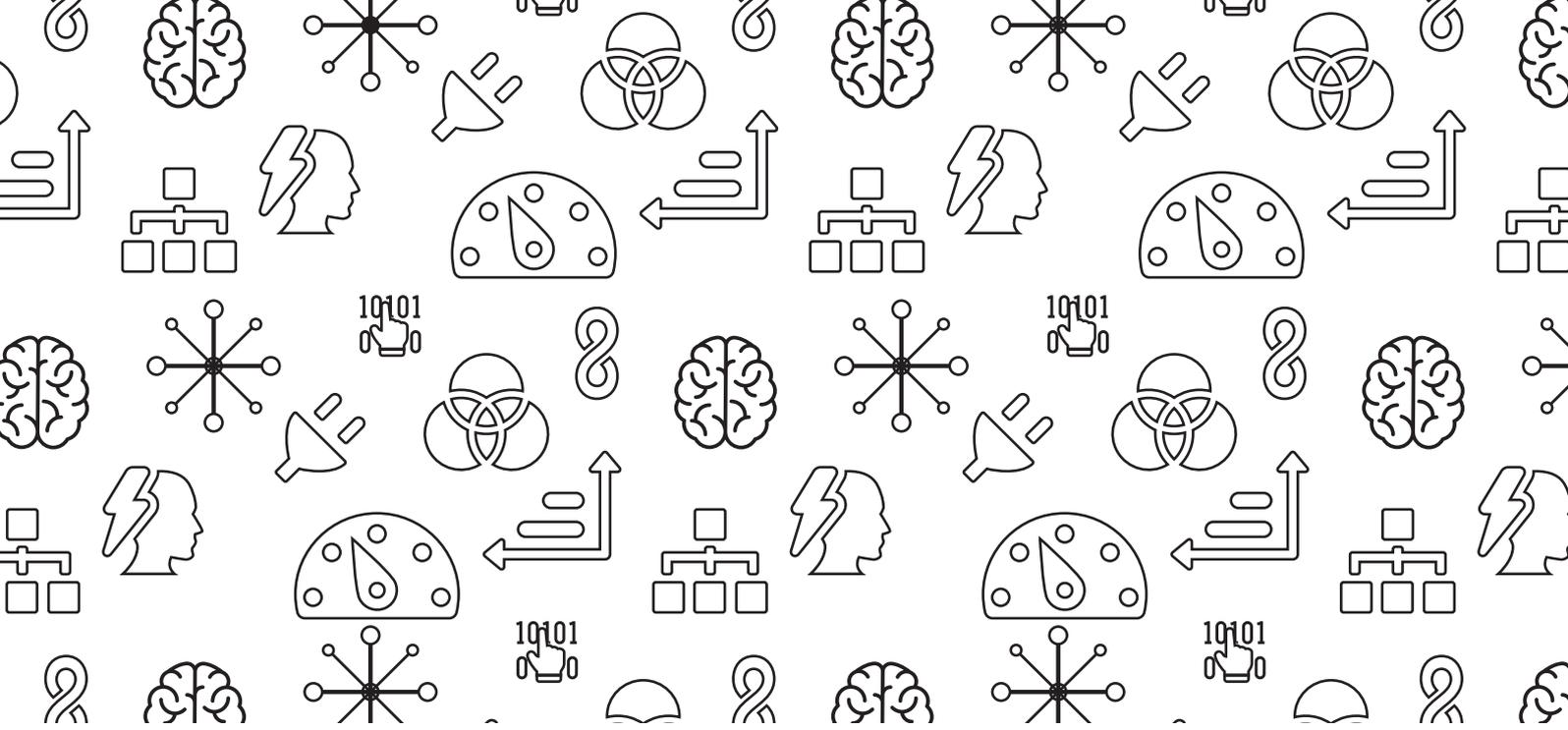
NEW ARCHITECTURE COMPONENTS

- Upgrade from existing stack (older version of
  SQL Server 2012 and earlier) to SQL Server 2014

- Implement Power BI as the primary visualization
  tool for Self Service BI

Migration Framework

TRADITIONAL BI TO
CORTANA INTELLIGENCE SUITE

Traditional BI	Challenges & Enhancements required	INPUT	Constraints	Customer Feedback

MIGRATION LIFECYCLE & ESSENTIALS

AS-IS Study

- Existing architecture
- Specific requirements
- Automation features

TO-BE Architecture

- New technology landscape
- Migration strategy
- Technology finalization

Migration Plan

- Risk factors
- Estimation
- Cost structure

Actual Migration/ Transition

- Data migration
- Application Migration
- Automation tools
  - Migration
  - Integration
- Customization

Post Migration Evaluation

- Checklist
- Guidelines
- Knowledge base

OUTPUT

1. High level case study 2. Roadmap	→	Architecture Design	→	Schedule & Timelines	→	Migrated Content ready for UT, UAT	→	On-Cloud Environment

Cortana Analytics Suite

Market Success

Implement advanced/predictive analytics using an existing library or build new algorithms to address business requirements.

Credentials

- Associated with SQL Server based BI since SQL **2005**.

- Pool of **200+** BI resources on Microsoft based BI solutions including Cortana Analytics Suite.

- Prior experience in moving customers to **Cortana Suite** from old technology.

- **Frameworks** from migrating from older MS BI technology to Cortana Analytics Suite.

ABOUT SONATA SOFTWARE

Sonata Software is a global IT services firm focused on catalyzing transformational IT initiatives of its clients through deep domain knowledge, technology expertise and customer commitment. The company delivers innovative new solutions for Travel, Retail and Consumer Goods industries by integrating technologies such as Omni-Channel Commerce, Mobility, Analytics, Cloud and ERP, to drive enhanced customer engagement, operations efficiency and return on IT investments. A trusted long-term service provider to Fortune 500 companies across both the software product development and enterprise business segments, Sonata seeks to add differentiated value to leadership who want to make an impact on their businesses, with IT.

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