

CASE STUDY

Data Mastering on Azure with databricks, the leading Data Science & ML Platform

OUR CLIENT

truData partnered with a global construction company to build a repeatable commercial insights driven approach to customer and product performance.

Existing challenges with Market and Customer insights were not repeatable or scalable as the business had grown through multiple acquisitions and operating its core business applications by location.

truDelivery

truData's data and engineering team assisted with the solutioning to provide a rapid and low-cost approach to extract, profile, cleanse and enrich existing data sets to generate "new" views of customer data, markets and segments.

truData deployed our Data Mastering approach to to address data inconsistencies. Leveraging the clients' existing Snowflake EDW platform truData designed and built an Azure databricks platform for profiling, cleaning (deployed an automated rules engine) and enrichment of 3rd part data.

truValue

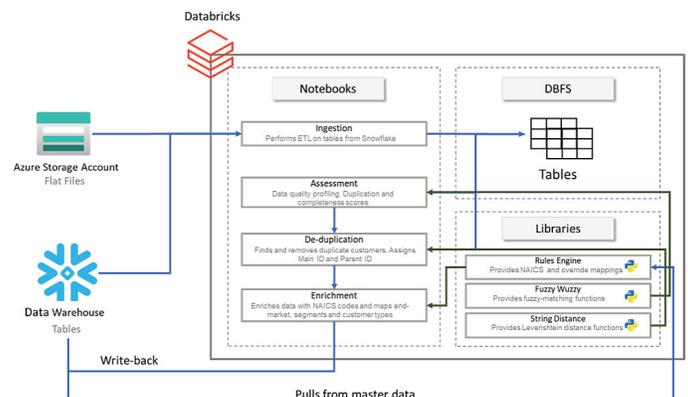
truData deployed a repeatable process engineered to support ongoing processes and systems with an enriched Golden Record Table where the client can manage and analyze its business partners, markets and segments.

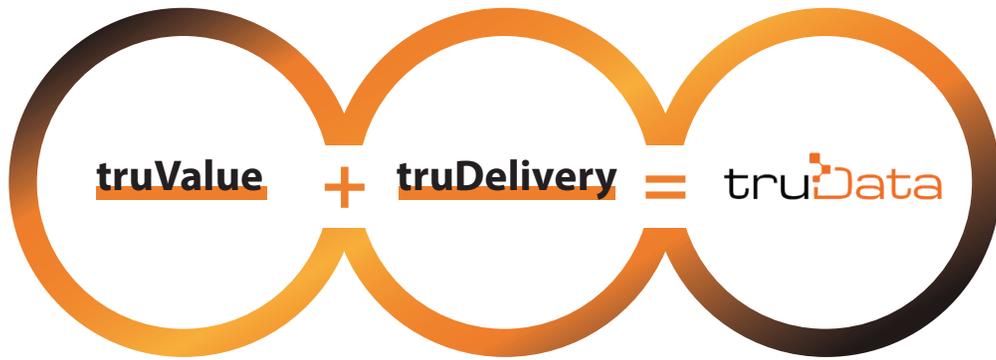


Source: Gartner (March 2021)

truData Engagement Approach for Client:

- Discovery (Source ERP & Snowflake DW)
- Data Ingestion from Snowflake to databricks
- Data Assessment (Data Profiling)
- Data Cleaning w/databricks Rule Engine
- Data Enrichment with 3rd part sources
- Data Conslidation w/Golden Record MD
- MD Insights by new Business categories





Why databricks and Azure?

By activating databricks on Azure, organizations get full access to all the supporting products and services Azure offers around a modern data science platform. Azure's integrations, storage, security and analytics solutions support the leading platform for complex business cases with Spark based notebook tool for big data workloads.



Unparalleled Thought Leadership

25+

Years of SAP Experience

20+

Years of Analytics &
Data Warehousing Experience

150+

Data Scientists and Engineers

Headquartered in San Diego, CA, **truData Solutions** is a technology services provider with an extensive practices across ERP, data warehousing, advanced analytics and cloud services. We partner with midsize to Fortune 10 clients, in their Digital Transformation journey, driving the modernization of capabilities delivered through **truData's** engagement framework.

truData's leadership team comprises former Fortune 100 Executives, as well as industry thought leaders and SME's from the Big Four consulting firms. Our practices bring value in ensuring both the IT and business objectives are met and aligned with the future market needs.

For further information and support of your cloud strategy, data engineering and advanced analytics please contact **truData's** senior partners:

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