Build a Modern Data Estate on Azure

If you want to completely understand your business environment, including your customers and your value chain, you need a modern data architecture and the ability to continuously enhance and optimize it. This new data architecture becomes the foundation for intelligent cloud-native applications, incorporating all data that's needed, when it's needed. This requires new skills, methodologies, and a willingness to bring agility to data curation, management, integration and security.

Data is the new basis of competition

Today's data-driven organizations have the edge in the marketplace.
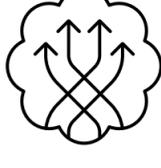
23x more likely to **acquire a customer**

19x more likely to **retain that customer**

19x more likely to be **profitable** as a result

What does a data-driven organization look like?

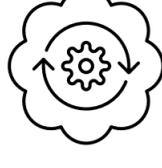**Outcome focused**
Begin by building business use cases and applications focused on customer outcomes with well-articulated metrics of success.
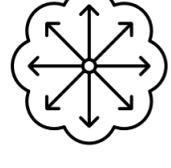
Multi-disciplinary
Account for a wide range of expertise required to design, deploy, manage and optimize the data platform.
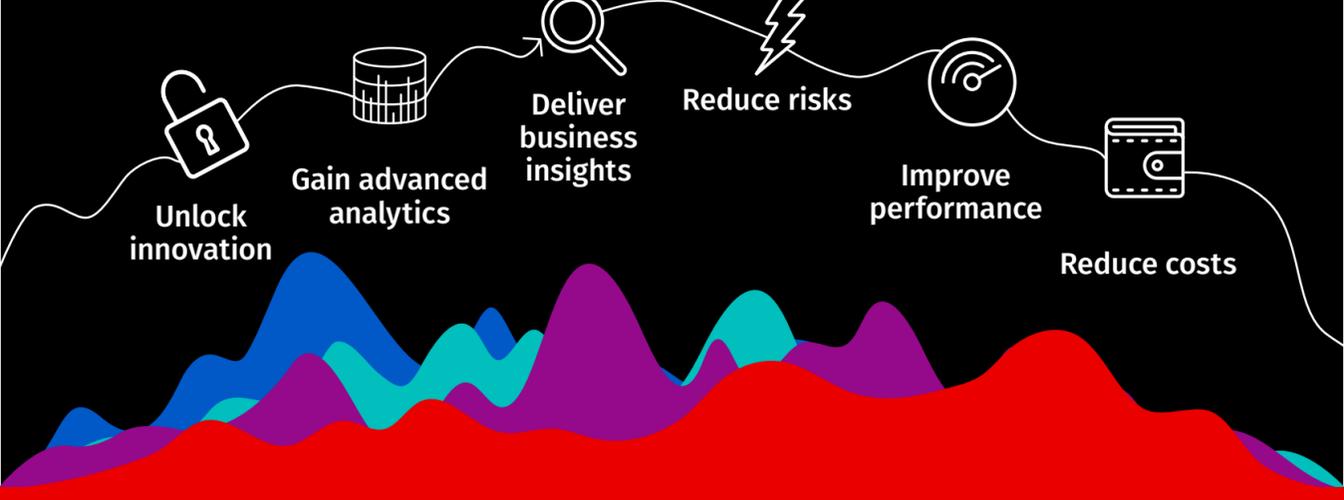
Process driven
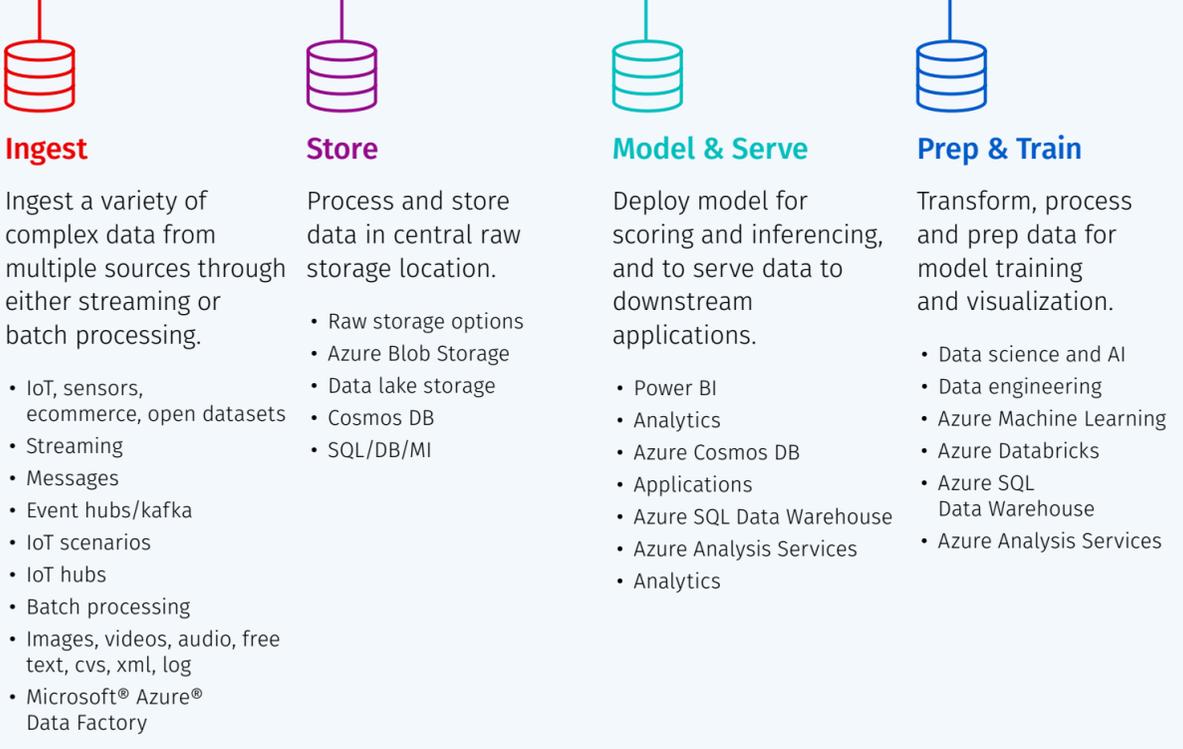Implement processes to ensure data from new sources is properly ingested consistently while minimizing risk.

Cloud native
Build a cloud-based platform with best-fit technologies to leverage automation and orchestration whenever possible.

Benefits of building a Modern Data Estate

Unlock innovation

Gain advanced analytics

Deliver business insights

Reduce risks

Improve performance

Reduce costs

What does a Modern Data Estate look like?

Ingest
Ingest a variety of complex data from multiple sources through either streaming or batch processing.

- IoT, sensors, ecommerce, open datasets
- Streaming
- Messages
- Event hubs/kafka
- IoT scenarios
- IoT hubs
- Batch processing
- Images, videos, audio, free text, cvs, xml, log
- Microsoft® Azure® Data Factory

Store
Process and store data in central raw storage location.

- Raw storage options
- Azure Blob Storage
- Data lake storage
- Cosmos DB
- SQL/DB/MI

Model & Serve
Deploy model for scoring and inferencing, and to serve data to downstream applications.

- Power BI
- Analytics
- Azure Cosmos DB
- Applications
- Azure SQL Data Warehouse
- Azure Analysis Services
- Analytics

Prep & Train
Transform, process and prep data for model training and visualization.

- Data science and AI
- Data engineering
- Azure Machine Learning
- Azure Databricks
- Azure SQL Data Warehouse
- Azure Analysis Services

Optimize the value of your data with Rackspace Technology

Rackspace Technology® helps customers handle increasingly large volumes of data effectively and economically by leveraging unbiased expertise to implement database, modern analytics, AI and ML solutions quickly. We do this with:

- Unbiased, platform-agnostic and benefit-driven technology recommendations
- A dedicated team of multi-disciplinary data experts for ongoing advisory, enablement and engineering services in an elastic service model
- Practical, straightforward and agile solutions designed to deliver a minimum viable product quickly and to help you gain critical insights sooner

Take the Next Step

Schedule a complimentary two-hour strategy session to see how a Modern Data Estate and analytics strategy with Rackspace Technology and Microsoft Azure can help your business thrive. In the session, a data solution architect will share valuable insights while learning about your business objectives. Then, they will follow up with proposed best next steps to achieve your goals.

Learn more: **www.rackspace.com/lp/data-discovery-session**

Call: **1-800-961-2888**

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