

A leading integrated shipping solution provider leverages **Azure Synapse Analytics and BI services** to help drive efficiencies and accelerate business outcomes.



## Background

The customer is a leading integrated shipping solution provider. They provide a cloud-based solution with state-of-the-art business intelligence and a carrier library for more than 550 carriers, empowering organizations to achieve on-time delivery while improving profits per shipment.

## Business Challenge

The customer faced multiple challenges around traditional data management, which marred their growth journey. The organization wanted to embark on a growth journey through data-driven approach to explore and learn customer behaviors and improve customer experience.

Their existing system could not capture diverse data types, generate comprehensive analytics, and integrate data with decision making.

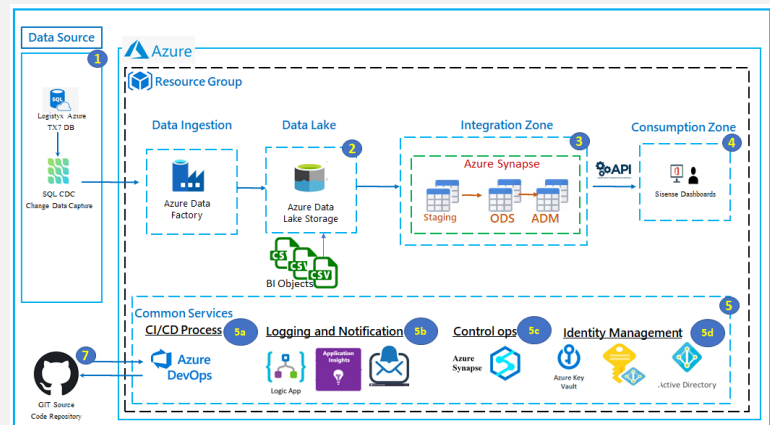
- Before the implementation of the Metadata driven framework, the customer needs to pull the source data from TX7 databases.
- For each object from TX7 there is an individual data flow task. So, if any new object needs to add to the system a new workflow needs to be created.
- The performance of the system was very slow for a single customer data load.
- The system lacked flexibility to load a new customer and new entity into the BI system as this requires new code to be developed/test each time.

The customer was looking for a partner that can enable them to build a flexible, robust, and dynamic BI application and manage data configuration and data integration processes.

## WinWire Solution

WinWire collaborated with the customer to build an **integrated BI application** to manage and govern data leveraging **Azure Synapse Analytics**. The solution enabled the organization analyze data with real-time analytics to make smarter, agile, data-driven decisions.

- Architect, design and build data models capable to cater to a wide range of data reporting and analytics.
- Metadata-driven CDM (Common Data Model) and ADM (Analytical Data Model) process offered the ability to do transformation and loading of tables and can be leveraged to run metadata validation.
- The whole approach of a metadata-driven framework enables Data integration and enables to get data in JSON format through API.
- The team can quickly onboard new customers and integrate set of data sources with minimal efforts.



## Business Value

- The metadata repository acted as a data dictionary and data governance platform.
- Provided a mechanism to update schema dynamically based on metadata definition
- Provided configured and a layered ETL processing approach ADLS Raw and in Azure Synapse Analytics, ODS, and Analytics Tiers
- The performance of data loading for multi-customer/multi-instance is faster due to parallel processing
- It enabled the load of external data like weather data into the BI solution with minimal changes
- Improved business outcomes and decision making