

WEBINAR

Building a Data-Driven Organization in an AI World

How to Leverage **Microsoft Fabric** to mature your data analytics capabilities

February 4, 2025 • 2-3 pm EST

costrategix™



Presenters



Mike Wilson
Interlink Cloud Advisors
CTO



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CoStrategix
Director, Enterprise Architecture





THE INTERLINK ADVANTAGE



SIMPLIFY

We simplify your organization's
interaction with Microsoft



EXPERIENCED

We ensure the success of
your project



MITIGATE RISK

We build security and compliance into
every project



CREATE BUSINESS VALUE

We drive business value from your
technology investments



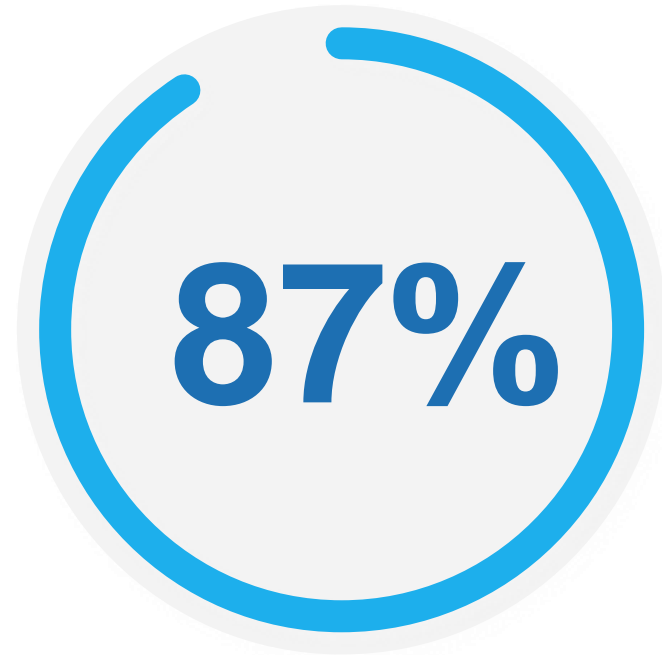
MICROSOFT EXPERTISE

We have extensive expertise in
Microsoft technologies

Agenda

- Building a Data-Driven Organization
- Why Choose Microsoft Fabric?
- Maturing Your Data Ecosystem with Fabric
- Data Security and Governance
- Getting Started
- Q&A

BUILDING A DATA-DRIVEN ORGANIZATION



of organizations believe
AI will give them
a **competitive edge**

Source: [MIT Sloan Management Review](#)

But AI is only as good as the data it's trained on

91% of leaders report their organizations have **increased investment in data and analytics**

72% of leaders agree that **data problems** are the most likely factor to **jeopardize AI/ML goals**

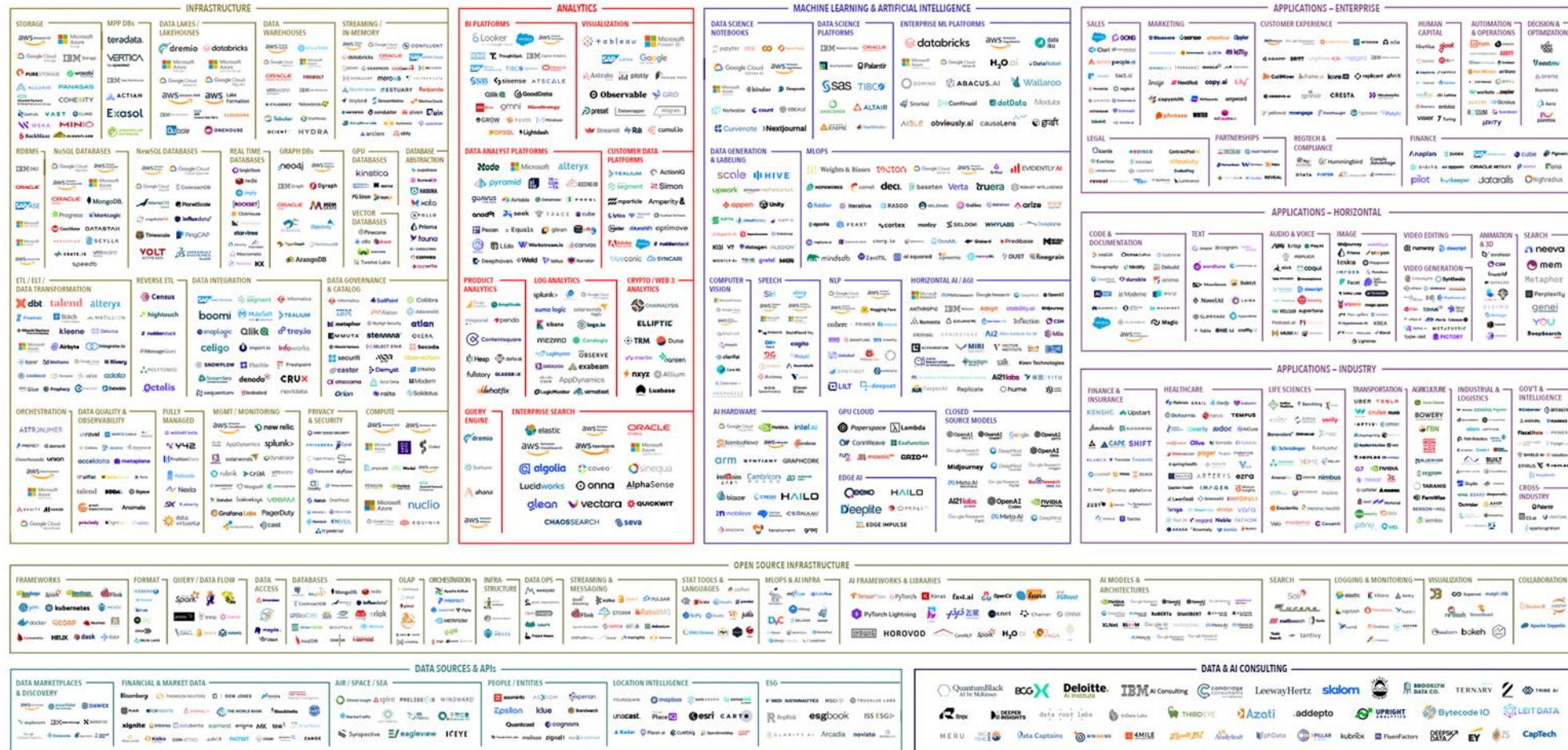
44% of leaders intend to implement data modernization efforts **in 2024 to take advantage of GenAI**

MIT, Becoming an AI-driven enterprise, September 2022

HBR, Why Every Modern Enterprise Organization Needs Insight-Driven Marketing, June 2023

PWC, 2024 AI Business Predictions, 2023

Customers enhancing their data estate face immense complexity



Version 1.0 - Feb 2023 | © Matt Turck (@mattturck), Kevin Zhang (@kevinzhang) & FirstMark (@firstmarkcap) | Blog post: mattturck.com/MAD2023 | Interactive version: MAD.firstmarkcap.com | Comments? Email MAD2023@firstmarkcap.com | **FIRSTMARK** EARLY STAGE VENTURE CAPITAL

Today's challenges creating a data-driven culture



Siloed systems and data



Processing diverse types of data at scale



Poor quality of data



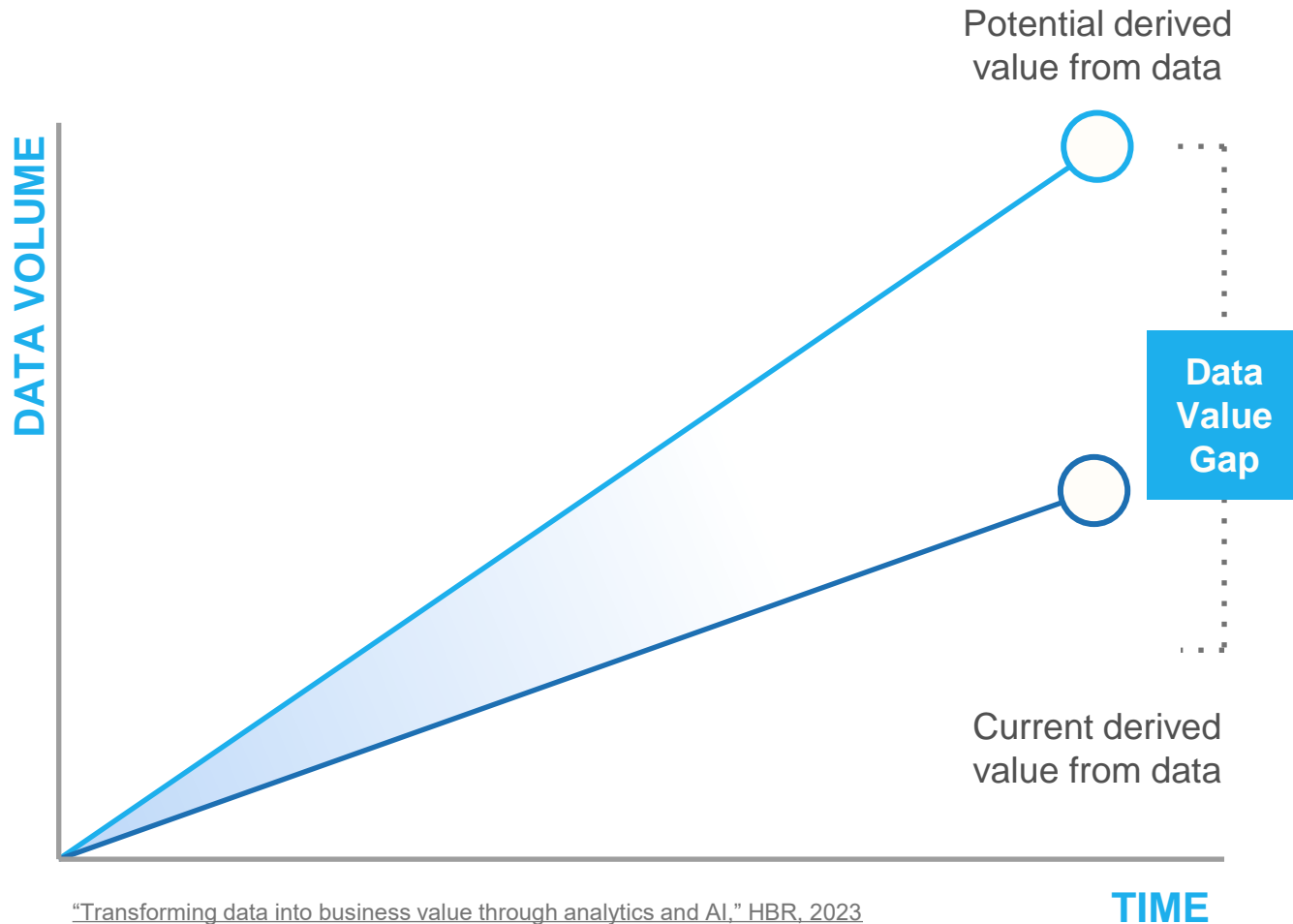
Minimal access to no- and low-code tools



Managing varying levels of data literacy and adoption



Integrating Data is Clearly Still a Problem



75%

of leaders say a data-driven culture is very or extremely important to their organization's overall success

Only 32%

of companies realized tangible value from data with their current tools

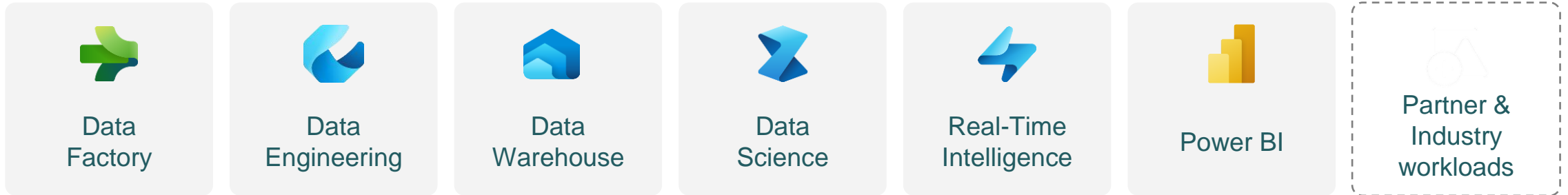
["Transforming data into business value through analytics and AI," HBR, 2023](#)
["Unlock greater value with a data-driven operating model," Accenture, August 2022](#)

TIME

WHY CHOOSE MICROSOFT FABRIC?




Level Set: What is Microsoft Fabric?



 **Copilot in Fabric**

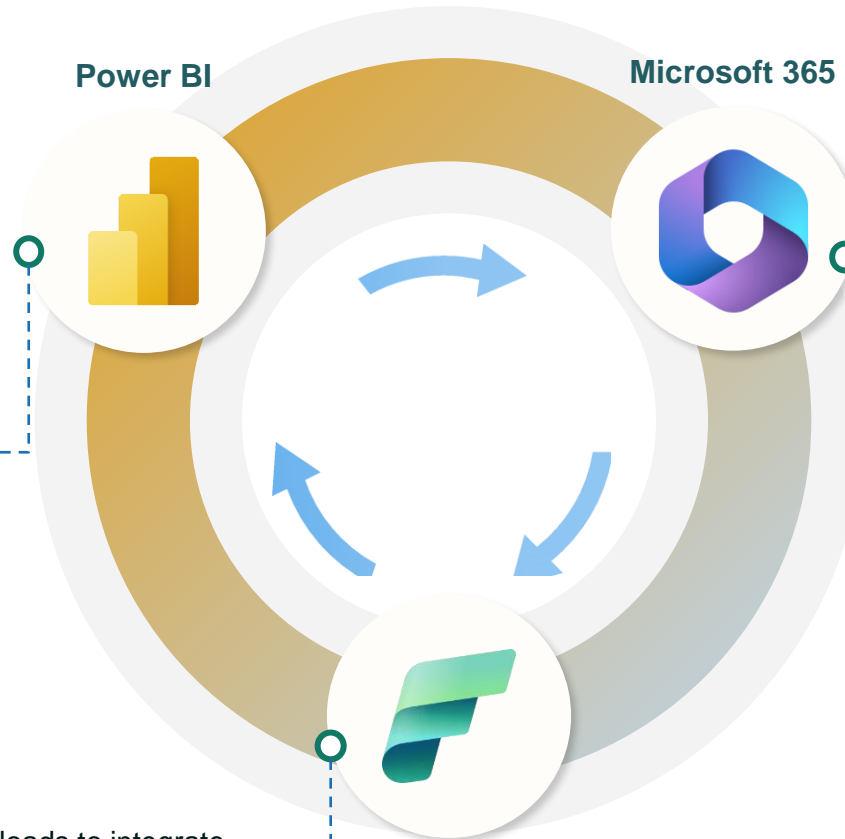
 **OneLake**

 **Microsoft Purview**

Fabric and Microsoft 365: Enable every business user

Visualize your data

Turn insights into action and seamlessly share visualizations at scale with end-to-end governance, security, and compliance.



Unify your data estate

Bring your Microsoft 365 data into OneLake for a unified view of your data and analytics, no matter where it lives.

Transform your data

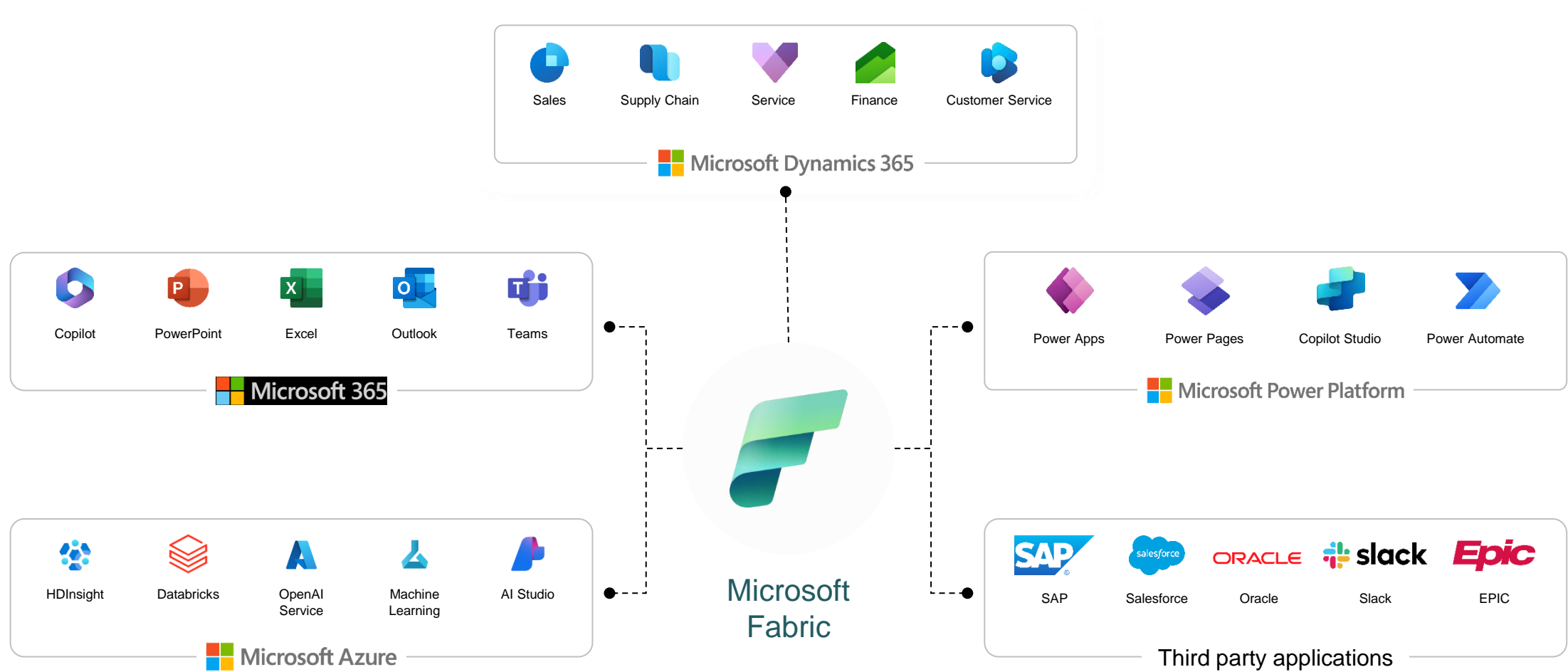
Employ the suite of Microsoft workloads to integrate, process, analyze, and monitor your data.

**Microsoft
Fabric**

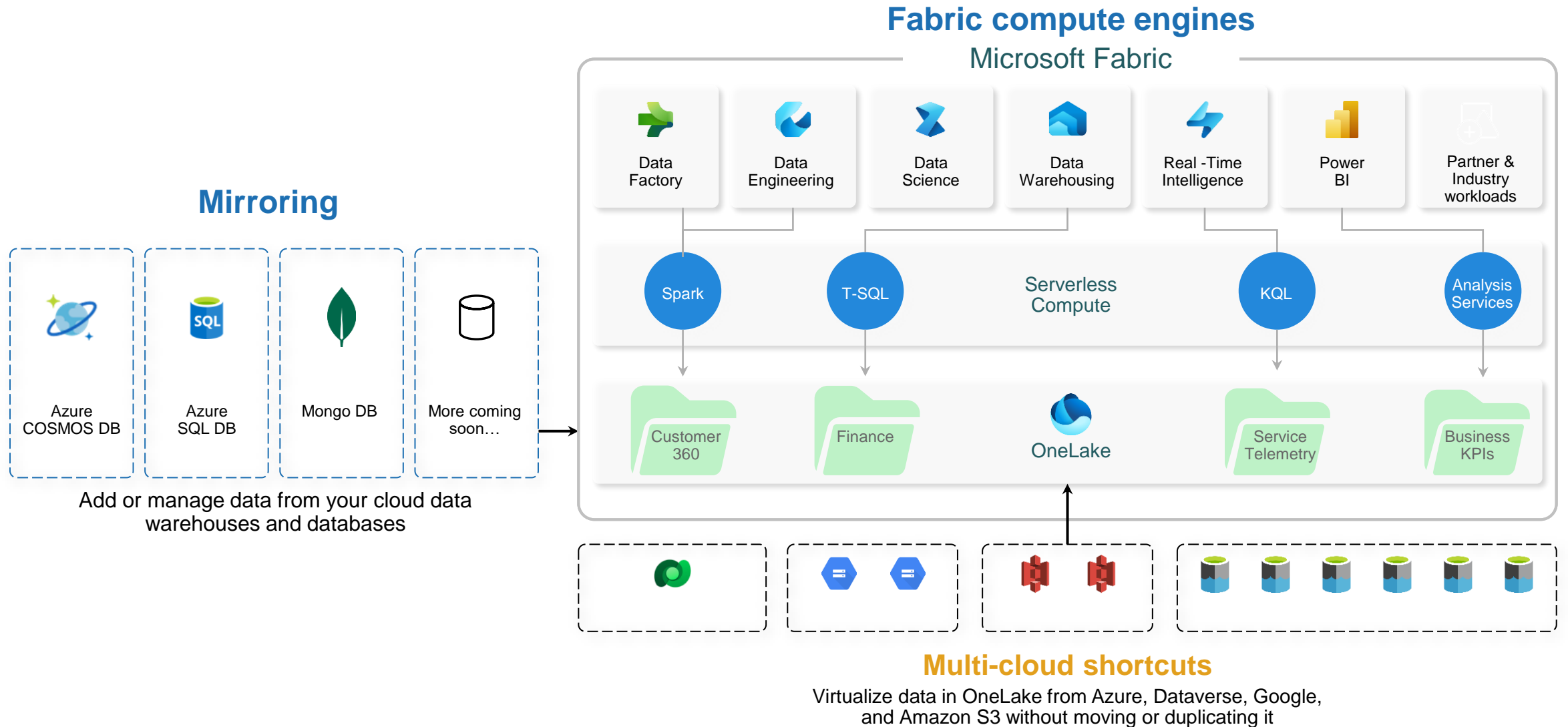
Why Choose Microsoft Fabric?

1. Integrate Microsoft data assets without heavy engineering
2. Integrate assets from on-premise networks and other clouds
3. Transition from IaaS (Azure) to a SaaS

1. Integrate Microsoft Data Assets Without Heavy Engineering



2. Integrate Assets from On-Prem Networks and Other Clouds



3. Transition from IaaS (Azure) to a SaaS

OneLake – the OneDrive for Data - A single, unified, logical lake for your whole organization

Unified Data Lake

Organize your data for central data discovery, sharing, governance, and compliance with OneLake in Microsoft Fabric

One Copy of Data

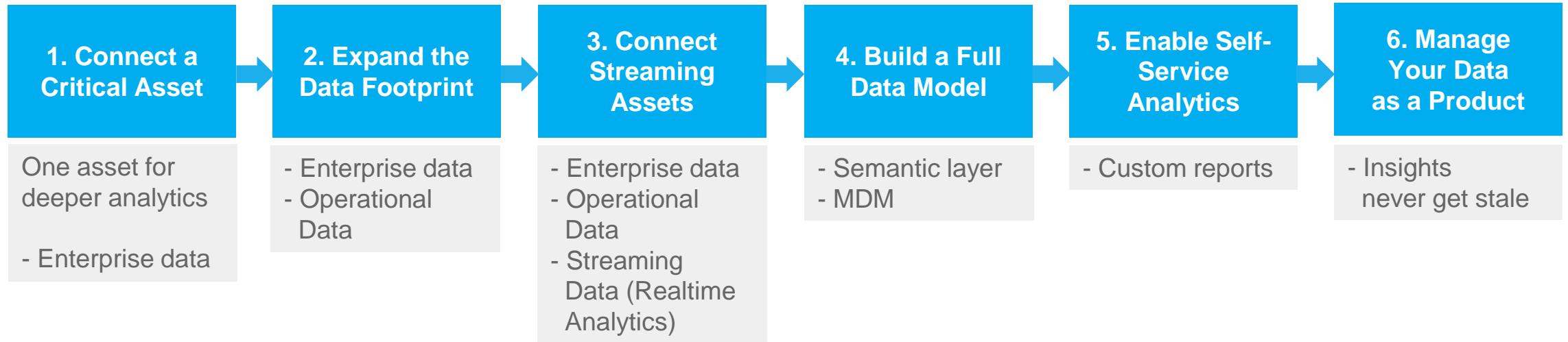
Share data between users and applications using shortcuts without having to move or duplicate data

Trusted Data Hub

Access a searchable hub where you can discover, manage, and reuse data all in one place

MATURING YOUR DATA ECOSYSTEM WITH FABRIC

Data Ecosystem: 6 Phases of Maturity



**The subset
of data that you
actually need**

**All the data
in the
enterprise**

Value



Access, Visualize and Securely Share Your Data

Find and connect data

Access all your data in Fabric and transform your data into a competitive advantage



Analyze data

Build actionable enterprise analytics in Fabric with the organization's data to generate real-time insights



Share insights easily

Create and embed Power BI reports in Fabric, protected by industry-leading security that keeps all Fabric data secure

Enable All Data Professionals to Unify Data on a Single Foundation



Data Citizens

Ubiquitous, in-flow-of-work integrations for every user



Data Analysts

Curate data and help organization understand trends and opportunities within their data



Data Engineers

Streamlined data preparation and analysis through a single pane of glass

Real-time system of detection that monitors events from one or more datasets



Power BI



Microsoft 365



Dynamics 365



Microsoft Fabric



Data Factory



Data Engineering



Data Warehouse



Data Science



Real-Time Intelligence



Power BI



Partner & Industry workloads



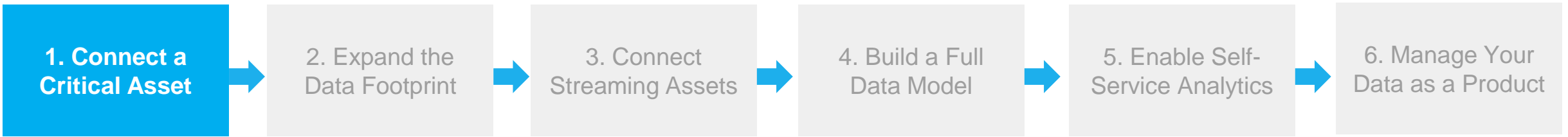
Copilot in Microsoft Fabric



OneLake



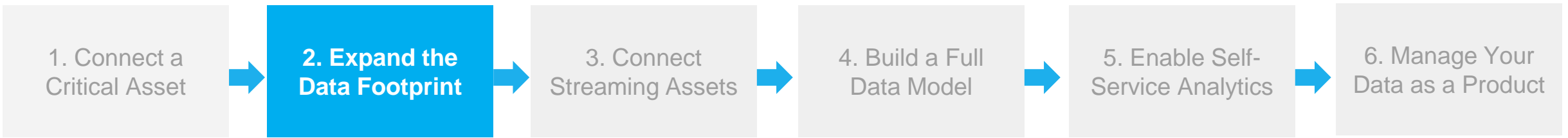
Microsoft Purview



1. Connect Fabric to a Critical Asset

- Leverage Data Mirroring
 - Near real time incremental replication inserts/updates/deletes between systems
- Multiple database technologies supported
- Multi-cloud support

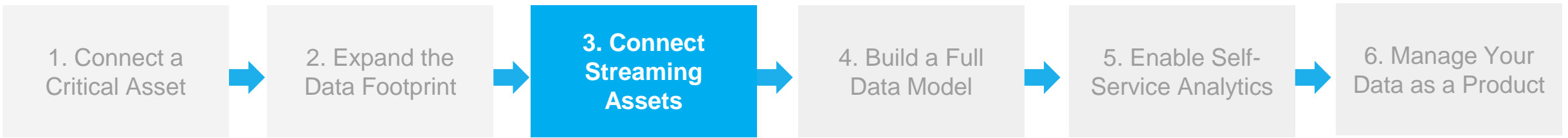
🕒 Time to Insights: 2-5 days vs. 2-4 weeks



2. Expand the Data Footprint

- Start with easier connections to Office365 and SharePoint
- Identify the more difficult connections to systems that will require SOAP, REST API, and other interfaces
- Build Lakehouse schemas of the new datasets
- Update governance rules to allow insights to be built

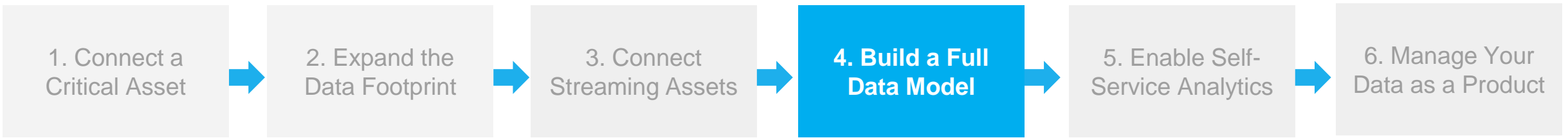
🕒 Time to Insights: 1-2 weeks/dataset vs. 4 weeks/dataset



3. Connect Streaming Assets

- Native connections to event hubs with spark connectors
 - Confluent Kafka, Amazon Kinesis, Google Pub/Sub
- Delta formats maintain ACID transactions and partitioning
- An Eventhouse is created

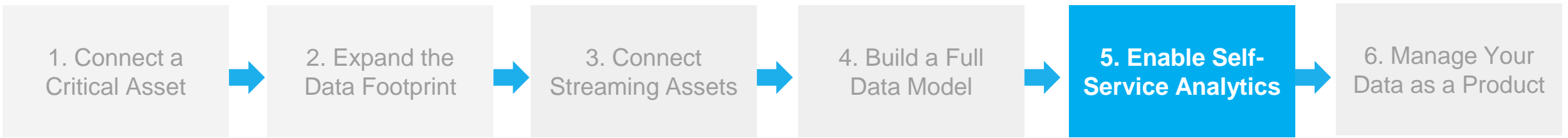
🕒 Time to Insights: 3-4 weeks per stream **vs. 1-2 months**



4. Build a Full Data Model

- Transform the datasets into a star schema (dimensions and facts)
 - Maintain data integrity and trust!
- Output from this work is a detailed data catalog
- Data Lineage is provided by Fabric

🕒 Time to Insights: 2-4 months vs. 3-5 months



5. Enable Self-Service Analytics

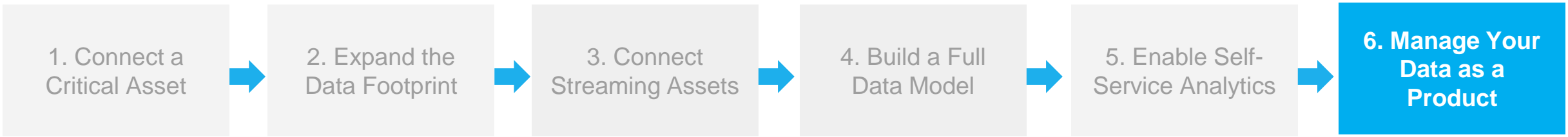
- This is more of a governance than technology step – Security Review
 - Employees can start requesting access to the Gold Layer and Semantic Models
- Communication is key
 - Demonstrations
 - How-to Guides
 - Data catalog access
 - Best practices to using the dataset
 - Best building dashboards and reports

 Time to Insights: 2-14 days



**YOUR
DATA CLOUD
IS REALIZED!**

But You're Not Done Yet.



6. Manage Your Data as a Product



Data Analytics Flywheel

- Manage your data so insights never become stale

What's Next?

- Data Science workspace
 - Large Language Models (LLMs)
 - Generative AI
- DataOps
- Compliance and Security labeling
- Master Data Management (MDM)
- Data Observability and Data Reliability

Microsoft Fabric and Azure AI Portfolio



Microsoft Fabric



Azure AI Portfolio



Data Science

Your unified solution
for analytics



Azure Machine Learning

Your end-to-end,
managed ML platform



Azure AI Studio

Your suite of tools to
develop custom AI solutions



Azure AI Search

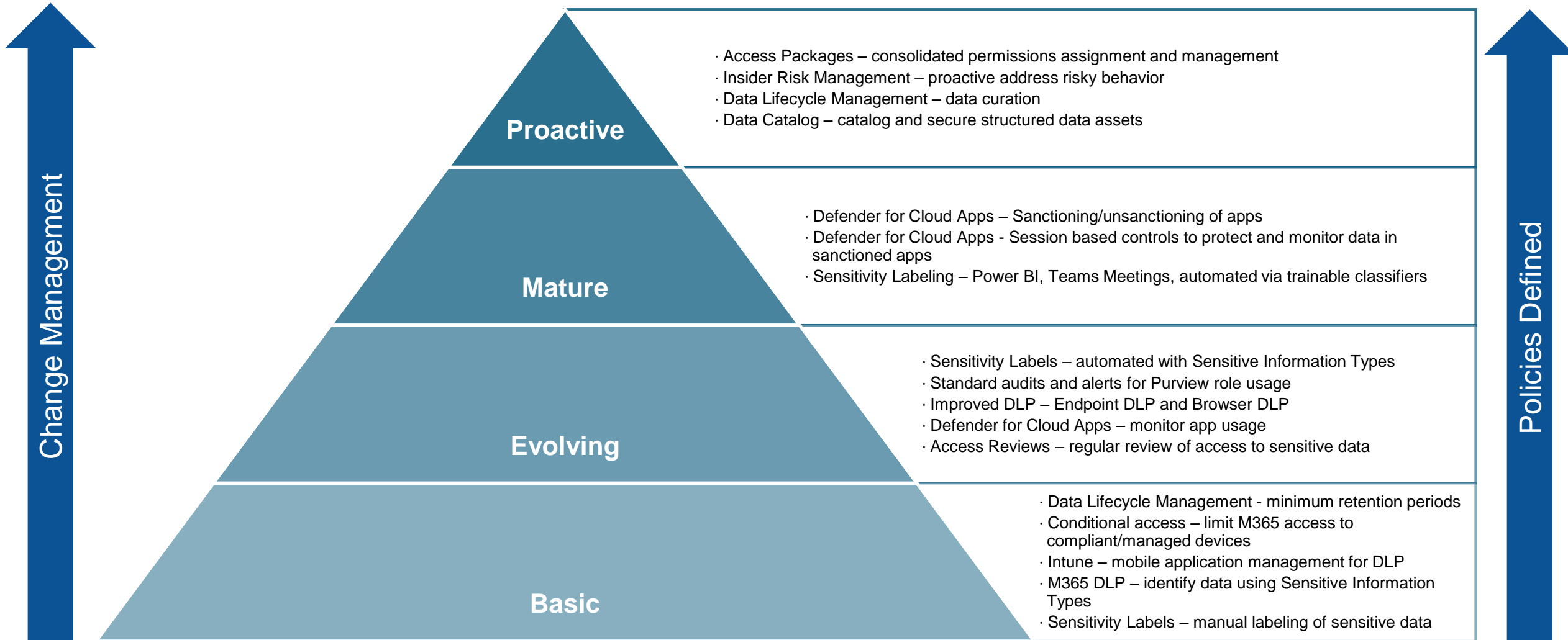
Your search index which
streamlines retrieval in RAG



OneLake

DATA SECURITY & GOVERNANCE

Interlink – M365 Data Security Maturity Model



Solving the Barriers to Adoption

Build the data taxonomy

- Master list of content types, locations, owners, and permissions
- Link the data security conversation to knowledge management

Category	Document Type	Location	Link to Content	Notes	Business Owner	Classification
Accounting	Who to go to	OneNote - Solutions Resource Notebook - Accounting Process Tab	OneNote for Accounting -Solutions Resource		Sheree	Interlink - Internal
Accounting	Interlink Signed W9	SharePoint - Corporate - Accounting	Interlink W9		Sheree	Interlink - Internal
Accounting	Expensify - Expense Submittal App	Web app	Expensify		Sheree	Interlink - Internal
Accounting	Expense Level Approvals - Who to go to for purchase approvals	SharePoint - Corporate - Company Policies	Employee Expense Report Policy.pdf		Sheree	Interlink - Internal
Accounting	ACH Form for Clients	Solutions Resource -Accounting	ACH Info		Sheree	Interlink - Internal
Accounting	Write off Policy - Who to go to for approval levels	Interlink Docs - Corporate-Accounting/Admin - Accounting	Write Off Policy			Interlink - Internal
Compliance	Ingoing and Outgoing Wire Policy	Internal Compliance	Incoming-Outgoing Wires		Sheree	Interlink - Internal
Compliance	Employee Offboarding	Smartsheet	https://app.smartsheet.com/sheets/86vpxPGJ9gXgVF3RvCvHgrW8WpJcF5WhG9v81?view=grid	Insurance Q4b	Ralynn	Interlink - Internal
Compliance	Telephone Consumer Protection Act & Spam	Internal Compliance	https://interlinkcloudadvisors.sharepoint.com/w:/s/InternalComplianceManagement/Eerseuv1MX5BpU00EaTl6ABHy-ilyamQidPCABVK8hTKQ?e=bAcjy		Marilyn/Chase	Interlink - Internal
Compliance	Data Subject Request Checklist	Interlink Documents > Corporate_1 > Company Policies	https://interlinkcloudadvisors.sharepoint.com/b:/r/sites/archive-2022-09-28T143710Z?shareid%20Documents/Corporate_1/Company%20Policies/DSR%20Checklist%20LH.pdf?cf=1&web=1&e=ukOe8		Chuck	Interlink - Internal
Customer	Customer Scope Proposals	Customer Folder in Intralink (Sales > Executed Docs > SOW)	https://interlinkcloudadvisors.sharepoint.com/account/Forms/AllItems.aspx		Marilyn	Interlink - Internal
Customer	Customer Quote Proposals	Customer Folder in Intralink (Sales > Executed Docs > Product Order)	https://interlinkcloudadvisors.sharepoint.com/account/Forms/AllItems.aspx		Marilyn	Interlink - Internal
Customer	Signed Customer Agreements	Customer Folder in Intralink (Sales > Executed Docs > Legal)	https://interlinkcloudadvisors.sharepoint.com/account/Forms/AllItems.aspx		Marilyn	Interlink - Internal
Customer	Subcontractor Agreement Template	Interlink Documents > Partner Documents > Subcontractor- Partnership Agreements	Interlink - Subcontractor Agreement - updated 2-10-22.docx		Marilyn	Interlink - Internal
Customer	Signed Subcontractor/Partnership Addendums (either Subcontractor/Employees or Subcontractor/Vendors)	Interlink Documents > Partner Documents > Subcontractor- Partnership Agreements	Connect Point - Subcontractor- Partnership Agreements - All Documents		Matt	Interlink - Internal
Customer	Time and Materials Policy	1. aab-New Client Documents > Legal Documents	http://www.interlink.com/t&Mpolicy	Updated 5/15/23	Marilyn	Interlink - Internal
Customer	Customer Deliverables	Deliverables folder under customer folder in SharePoint			Wilson	Public
Customer	Customer Specific Technical Documentation	Customer Documents in IT Glue			Joseph Lindquist	Interlink/Customer
Customer	Non-Standard PSAs	Solution Resources > Insurance	https://interlinkcloudadvisors.sharepoint.com/x:/s/solutionresources/EX6lcfkxkxPC1488h1Mm1508GBd0m7bcM518f9gqkD-kpA7e-zhzEGQ		Marilyn	Interlink - Internal
Customer	Support Contact Information	Solution Resources > Managed Services	Interlink Managed Service Contact Info.pdf		Joseph Lindquist	Interlink - Internal
Customer	QBR schedule	Managed Clients > QBR	MSP Client QBR & Audit Schedules and TAM Assignment.xlsx		Joseph Lindquist	Interlink - Internal

Solving the Barriers to Adoption

Create the policies before implementing the technology

- Align the business on goals of data protection
- Defines roles and responsibilities

Confidential Information:

Confidential information includes sensitive personal, company, and client information and must be given the highest level of protection against unauthorized access, modification, or destruction. Confidential Information can be any information not generally known to the public or recognized as standard industry practice, including, without limiting the generality of the foregoing, any data; reports; studies; interpretations; forecasts; know-how; compositions; plans; strategies; strategic partnerships; employee information; client information; financial records; intellectual property; trade secrets; research; ideas; concepts; designs; formulas; technology; devices; inventions; methods or processes, whether or not patented or patentable; the substance of agreements with clients, suppliers and any third party; client lists; supplier lists; marketing arrangements; fee policies and records, and such other information customarily understood to be confidential or otherwise designated as such in writing.

Personal Information:

Unauthorized access to personal Confidential information may result in a significant invasion of privacy or expose the company's members to substantial financial risk. Confidential information includes information protected under privacy laws, information concerning employees' pay and benefits, and personal identification or medical/health information about employees.

Solving the Barriers to Adoption

Lead with Adoption and Change Management

- Allay fears of business disruption – engage the stakeholders early
- Limit risk by gradually rolling out features and functionality
- Interlink's Employee Experience practice manager has a PhD in Organization Development
- All Interlink project managers are Prosci certified



Solving the Barriers to Adoption

Create a strategy for ongoing management

- Align responsibilities of data owner with IT
- Interlink offers M365 Managed Data Security

Regular Tasks

- App review/monitoring/sanctioning in Defender for Cloud Apps
- Monitor and troubleshoot label application and SIT
- Fine-tuning of labeling and DLP policies
- Annual reviews of sensitive info types
- Executive reporting

As-Needed Tasks

- Configuration changes based on updated business needs
- Content search and E-Discovery requests
- Respond and remediate DLP, MDCA and IRM alerts

GETTING STARTED

Special Offers

Fabric Starter Assessment

- Review your data footprint
- Determine architecture and security model to fit your needs
- ~\$5k

Fabric Jumpstart

- Connect one asset to Fabric
 - On-premise or cloud database
 - 5-20 tables
 - Daily data ingestion
 - Basic validations
- ~\$10-12k (based on complexity of the data source)

*There might be Microsoft funding available

QUESTIONS & ANSWERS

Q. If I'm already using Azure services, what does the transition to Fabric look like?

For existing data clouds

- Review Data Factory costs and discern if a migration is needed
- Keep gathering data in data lakes as the source for new Lakehouses
- Dedicated SQL Pools:
 - Microsoft offers a migration runbook to follow

For applications/other services

- Azure databases natively connect, so it's easier to get started
- Database mirroring is quicker to establish with Azure services
- Your developers will be familiar with the development workspaces

Q. How much does Fabric cost?

Fabric Compute Pricing

SKU	Capacity unit (CU)	Pay-as-you-go	Reservation
F2	2	\$262.80/month	\$156.334/month ~41% savings
F4	4	\$525.60/month	\$312.667/month ~41% savings
F8	8	\$1,051.20/month	\$625.334/month ~41% savings
F16	16	\$2,102.40/month	\$1,250.667/month ~41% savings
F32	32	\$4,204.80/month	\$2,501.334/month ~41% savings
F64	64	\$8,409.60/month	\$5,002.667/month ~41% savings

OneLake Data Storage

Storage	Price
OneLake storage/month**	\$0.023 per GB
OneLake BCDR storage/month	\$0.0414 per GB
OneLake cache/month*	\$0.246 per GB

Q. How much does Fabric cost?

Pricing is based on 2 factors:

- Provisioned compute
- OneLake Data Storage

Notes:

- Pricing follows the Power BI capacity for sizing
- Fabric capacity provides more functionality under 1 price (more bang for the buck) such as Pipelines and Mirroring - without additional cost
- Fabric capacity includes all of the Power BI capacity functionality
- Ability to start small and grow with your organization

How does Fabric help with AI?

Fabric is all about getting your data found

- Data scientists love datalakes!

Fabric helps with metadata

- So an LLM can get an underlying understanding of your data

Fabric brings your data into the same place, even if it's co-located or virtualized

- So your AI has access to all your data without having to connect to multiple different systems

OTHER QUESTIONS?

THANK YOU
