

A photograph of two women in an office setting. One woman, with long brown hair, is leaning over a desk, laughing and looking at a tablet held by the other woman. The second woman, with curly hair, is also laughing and looking at the tablet. They are both wearing professional attire. On the desk, there is a notebook with a pen, a small potted plant, and some papers. The background shows a window with a view of a beach and ocean. The overall atmosphere is positive and collaborative.

Activate your entire  
data estate for AI  
innovation

# Why data unification matters now

AI is transforming how enterprises operate—but most businesses aren't ready.

**60%**

of all enterprise data goes unused for analytics<sup>1</sup>

**59%**

of leaders say organisational data is somewhat or completely siloed<sup>2</sup>

**90%**

of IT leaders believe that unifying the data lifecycle on a single platform is critical for analytics and AI<sup>3</sup>

Many enterprises are still operating on fragmented legacy systems that limit agility, increase costs, and slow innovation. Without a unified, governed data estate, AI ambitions remain out of reach.

1. Microsoft OneLake catalog.

2. Microsoft Purview Unified Catalog.

3. [Global Survey](#), Cloudera 2024.

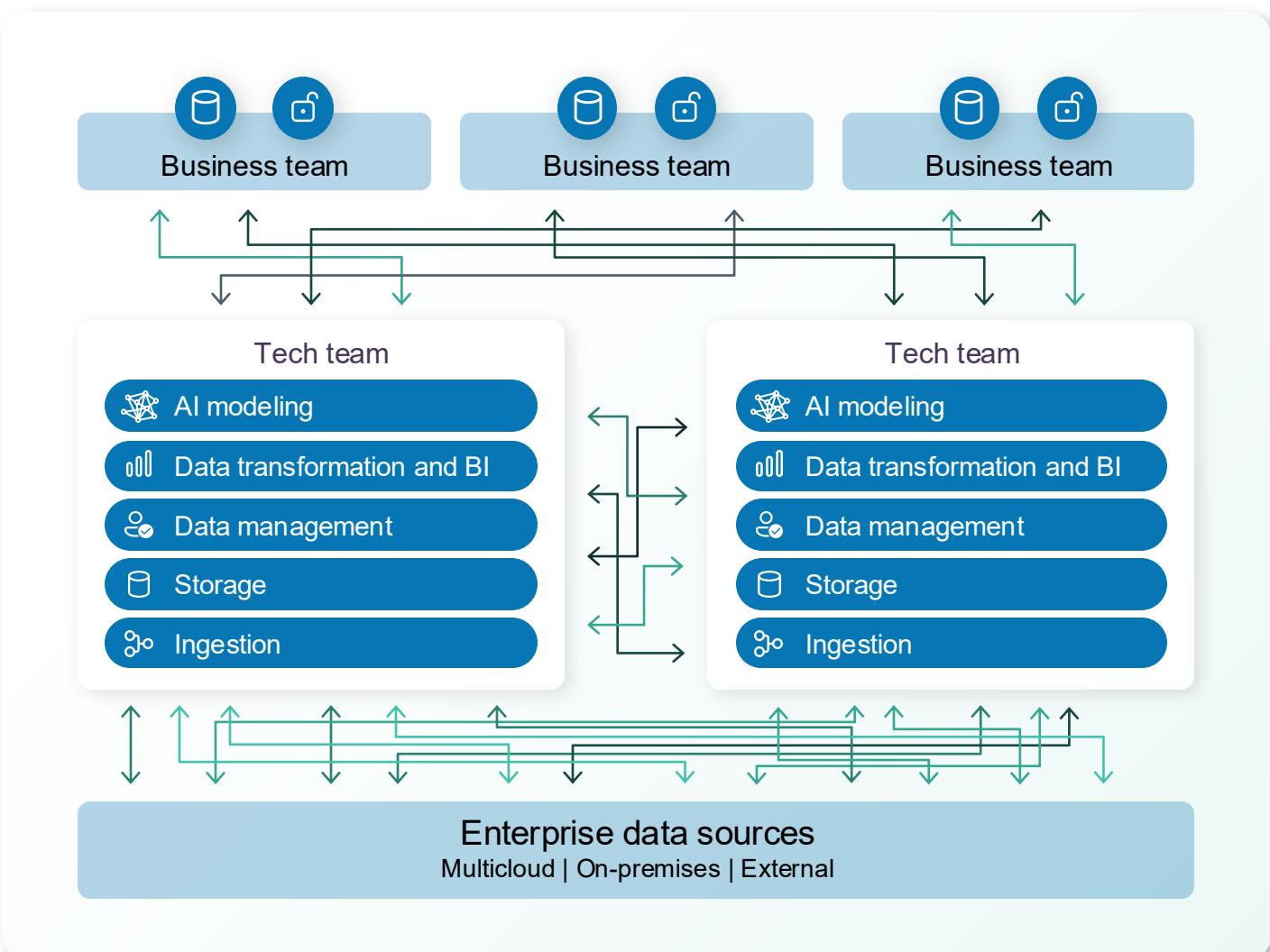


# What is holding organisations back?

Despite growing investments in data and AI, most organisations face:

- **Data sprawl and duplication:** Multiple copies of data increase cost and risk.
- **Limited interoperability:** Disconnected systems slow down insights.
- **Security and compliance gaps:** Inconsistent controls raise exposure risks.
- **Vendor sprawl:** Too many tools, mean too little visibility.
- **Slow time to insight:** Teams spend more time fixing pipelines than finding insights.

To move forward, organisations must unify, simplify, and govern their data estate.



# Transforming data into AI innovation

Activate your entire data estate and **unlock transformative AI experiences**.

A unified data platform simplifies data management, enhances analytics, and empowers every team with secure, scalable insights.



Unify your data estate



Transform data for powerful AI solutions



Empower everyone with analytics and insights



Seamlessly govern and protect your data

With Storm Technology, your organisation can take a unified, end-to-end approach to data transformation—bringing together your data, your teams, and your tools. The modern data platform is just the beginning. With Microsoft, you gain a foundation built for AI innovation.

We help unify data estates across cloud, on-premises, and third-party sources to eliminate silos and enable users across your business to uncover insights and make faster, data-driven decisions using intuitive self-service tools and real-time intelligence.

Plus, you can rely on consistent governance and enterprise-grade security to safeguard your data, ensuring it remains compliant, protected, and trustworthy from start to finish.

# Unify your data estate

Break down silos and bring all your data—structured and unstructured, on-premises and cloud, operational and analytical—into a **single, governed** platform with Microsoft OneLake.

Establishing a unified data estate helps organisations:

- **Reduce data sprawl** and duplication.
- Avoid **vendor lock-in** with open formats like Delta Parquet.
- **Strengthen AI outcomes** by combining real-time, operational, and analytical data.

With Microsoft Fabric, Azure Databricks, and Azure Databases, you can standardize on a governed lakehouse architecture, enabling enterprise-wide data discovery, faster insights, and future-proofed investments.

**PZ Cussons** unified its data estate with Fabric, improving decision-making and operational efficiency.

**Situation:** PZ Cussons needed a more unified and efficient approach to handle fragmented data across their global operations. They aimed to harmonize sales, market share, and pricing data to inform their revenue growth management use case—eliminating silos and tedious manual processes.

**Solutions:** They implemented **Microsoft Fabric** as the front-end platform paired with **Azure Databricks** as the backbone for data ingestion and transformation.

**Impact:**



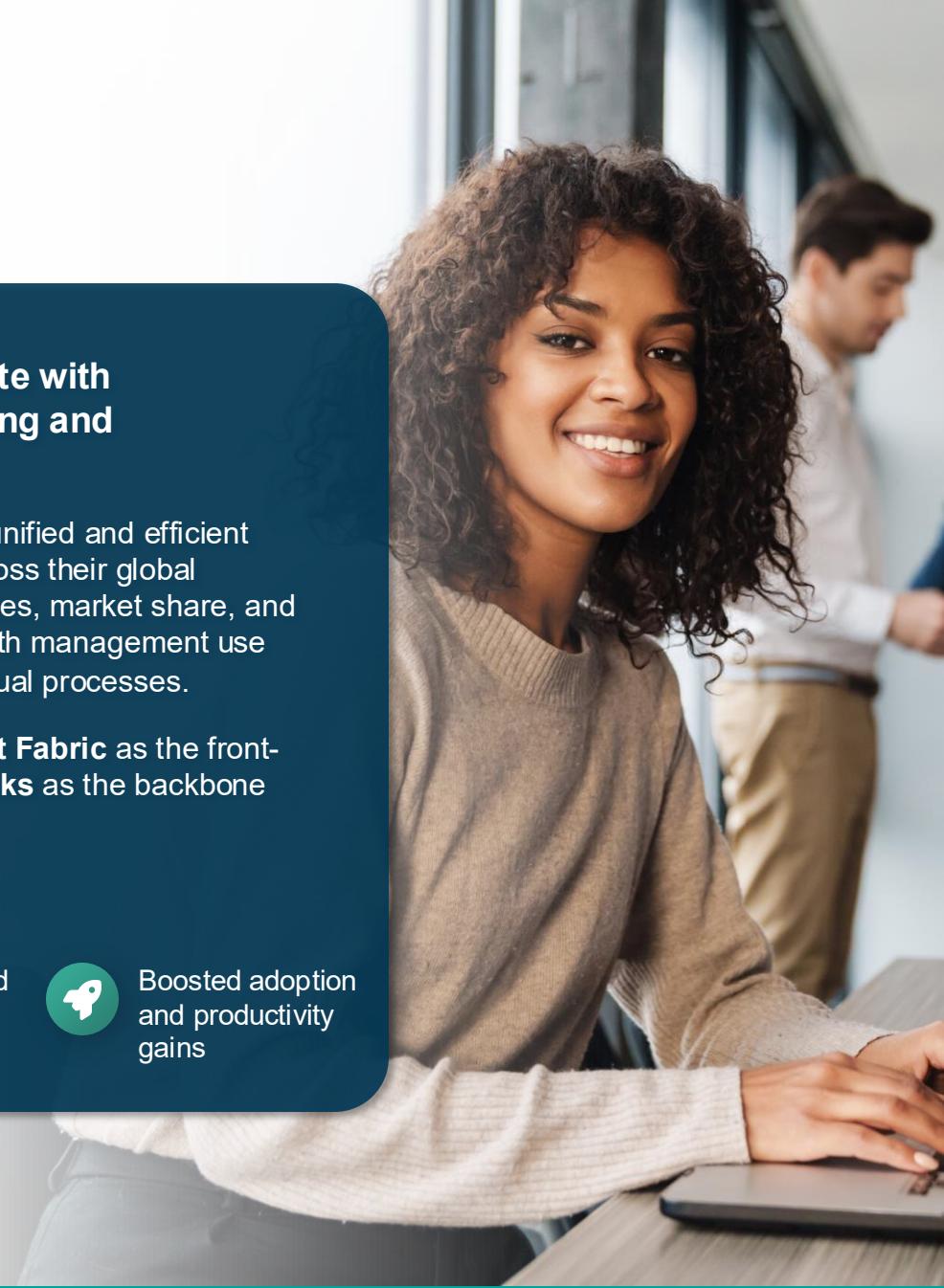
Improved decision-making and efficiency



Accelerated analytics and AI readiness



Boosted adoption and productivity gains



# Transform data for powerful AI solutions

## NTT DATA simplified AI deployment using Microsoft Fabric data agents and Microsoft Azure AI Agent Service

**Situation:** NTT DATA aimed to overcome the limitations of inflexible dashboards that provided static views and hindered rapid data access. They needed a solution that enabled fast, role-based interaction with their enterprise data to empower users in HR, sales, marketing, and more.

**Solution:** They implemented **Microsoft Fabric data agents** alongside the **Azure AI Agent Service** from Azure AI Foundry. These tools enable conversational access to real-time data and allow users to ask personalized, natural-language queries.

### Impact:



Accelerated time to value for AI solutions



Improved scalability



End-to-end AI workflows

By setting your data up for advanced AI agent use, the Microsoft databases portfolio can support vector search, natural language queries, and real-time access. And, as your needs evolve, you retain the freedom to choose and the flexibility to scale, whether moving fast with out-of-the-box tools or building tailored solutions.

- **Accelerated delivery:** Fast-track development cycles and access insights quicker with **OneLake** and native integration to leading AI services like **Azure AI Foundry** and **Microsoft Copilot Studio**.
- **Expanded usability:** **Microsoft Fabric** provides AI-powered experiences needed for any data project in a pre-integrated and optimized software-as-a-service environment and extends Fabric further with native, industry-specific workloads.
- **Scalable automation:** **Azure Databricks** offers built-in AI and machine learning tools that enable workflows in data engineering, data science, and AI model building, while automating data pipeline management, and streamlining the entire data-to-AI workflow in one cohesive environment.

# Empower everyone with analytics and insights

Expedite innovation and discover new revenue opportunities by democratising data across the organisation and empowering users at every level with AI-powered self-service tools and embedded analytics.

- **Copilot in Microsoft Power BI** enables natural language summaries, making data insights more accessible and intuitive.
- Low-code tools simplify the process of building reports, reducing reliance on technical expertise.
- Real-time dashboards integrated within **Microsoft 365** apps further enhance decision-making and bring critical data directly into the tools employees use every day.

## IWG used Microsoft Fabric to gain real-time insights and boost fraud detection.

**Impact:** IWG lacked real-time visibility into their marketing campaigns, lead generation, and sales conversions across its global network of over 5,500 centers. This made it difficult to respond quickly to emerging opportunities or detect anomalies like fraud.

**Solutions:** They adopted **Microsoft Fabric**, taking advantage of its **Real-Time Intelligence** capabilities. Integration included data from CRM, SQL Bookings, Elasticsearch, GeolP, and IAM logs through Azure Databricks, Event Hubs, and a unified entry into Fabric—with minimal data movement thanks to Fabric's shortcut capability. They also integrated **Power Platform** (Power Apps and Power Automate) to automate action-triggered processes.

### Impact:



Real-time insights and agility



Fraud detection



Operational transformation and innovation





# Seamlessly govern and protect your data

## Grupo Bimbo embedded end-to-end data security and compliance with Microsoft Purview.

**Situation:** Grupo Bimbo, a global leader with over 100 beloved brands and 145,000 associates, needed better visibility and safeguards for its vast trove of sensitive data—like recipes, R&D assets, personal employee information, and production details—spanning 217 plants worldwide. Protecting this data is essential not just for compliance, but for preserving the company's sterling reputation and deeply human values.

**Solutions:** They chose the **Microsoft Purview** suite—complemented by Microsoft 365 E5 Security and Compliance—to gain comprehensive governance across their Azure and Microsoft 365 environments. This included **Purview Information Protection** with advanced classifiers and labeling, and **Purview Compliance Manager** for aligning to regulations such as GDPR and HIPAA.

### Impact:



Enhanced privacy and trust



Greater efficiency for cyber security teams



Improved data security and compliance

Ensure trust and compliance with built-in governance using **Microsoft Purview**. Security, compliance, and access control are woven throughout your data estate, strengthening your data protection and compliance posture while streamlining operations and maintaining trust across the organisation.

Plus, **OneLake Security** and **Azure Databricks** improve visibility, automation, and policy enforcement, so you can enhance your safeguards around sensitive information without compromising agility or employee experience.

# Why Storm Technology and Microsoft?

As a Microsoft partner, we can help you build a unified data platform that adapts to your needs, connects your data estate end to end, and helps you move confidently toward AI-driven outcomes.

We guide teams through adopting Microsoft solutions like Microsoft Fabric, Azure Databricks, and Microsoft Purview with their existing systems—whether that data lives in SQL databases, cloud apps, or line-of-business platforms. This makes it easier to access data, reduces time to insight, and sets the stage for AI models and agents to deliver real value.

**Get in touch to find out how Storm Technology can help you succeed.**

[www.storm.ie](http://www.storm.ie)

A **unified intelligent data platform** brings together everything required to **turn data into value**: the ability to manage data at scale, AI-driven innovation, teams empowered with self-service insights, and trust maintained through responsible, built-in governance and security. **You get:**



Business intelligence



Data monitoring and action



AI apps, agents, and models



Data science and machine learning



Real time insights