



Do what matters

Optimize your data to maximize the benefits of AI

Microsoft Fabric brings deeper
insights and AI readiness at scale

Is your data ready for AI?

A decade ago, business visionaries said, “every company is now a tech company.” Then it was “every company now is a data company.” Now, there’s a new game in town: every company is (or should be) an AI company.

We believe this isn’t a change in direction, nor a contradiction from those earlier perspectives. It’s a natural, if rapid, evolution. AI, including new generative AI uses, increases the business value of your data by an order of magnitude. It enables more of your people, from business executives, managers and workers on the front lines, to use more data and data analytics responsibly in more ways than ever before. AI puts data’s value to the enterprise on steroids.

On this point, business executives agree. According to an [Avanade survey](#) of 3,000 business and IT executives around the world, nearly all (92%) agreed that organizations need to shift to an AI-first operating model in the next 12 months to remain competitive. And almost everyone (95%) shares our optimism in an AI-first future.

But that sound you hear is the other shoe dropping. Just about as many (94%) say they need to increase their data platform investments to make those aspirations a reality – and scale them across their enterprises. Executives say they need to do more, but they’re not sure what “more” looks like. At Avanade, we believe organizations need to make generative AI and copilot assistance an intuitive part of their business users’ current tools, rather than an additional, technical system on which they must train employees and another bottleneck.

Our research also found that 63% of executives don’t completely trust the data their company uses today. That’s especially concerning since data readiness – clean, accurate and reliable data – is essential to turn rapidly evolving AI into a powerful business asset.

Microsoft Fabric: the way forward

Microsoft solves these concerns with Microsoft Fabric, its SaaS data platform. Microsoft Fabric delivers an intuitive, consistent, secure and AI-infused user experience throughout the enterprise. It empowers the organization to achieve the data readiness necessary to optimize the value of IT and reinvent the company – whatever its business – as an AI company.

Microsoft Fabric helps organizations manage their data in a unified foundation across multiple public and private clouds and creates a single source of truth for all data. It's built on an open, lake-centric foundation with data governance built in, so users can access data and insights more easily while trusting it more fully.

Because Microsoft Fabric is a SaaS solution, enterprises can adopt it and begin to optimize the value of their data right away. And because it's an open, integrative data management layer that works with and brings together the existing investments in data tools an enterprise may already have – including Azure Databricks, Snowflake, Azure Data Factory, Azure Synapse Analytics and Power BI – it boosts an organization's ROI on its existing data environment, rather than requiring an expensive rip-and-replace of existing systems. Instead of adding another technology to manage, Fabric reduces the management burden of data analytics components.

Leading global food manufacturer unlocks insights with Fabric

A top international food manufacturer wanted to unlock new insights from its existing customer data platform and simplify its data infrastructure, which included SAP, Informatica, Azure Data Lake, Databricks, Power BI and others.

We brought these existing Microsoft and non-Microsoft investments into the solution, avoiding the time and cost of a rip-and-replace project. Working alongside the client, we helped assign the target MVP architecture and roadmap to overcome pain points for business users. We also prioritized a backlog to test and implement in an eight-week delivery phase.

Based on the early success of this program, the company wants to re-engineer its SAP data flow using Microsoft Fabric to implement a faster, less complex and more efficient data platform.

How big a deal is Microsoft Fabric?

Microsoft CEO Satya Nadella calls Fabric the biggest data-related product release in 20 years. We agree.

Here's why: While there are other ways to approach the data requirements of for generative AI and other AI uses, Microsoft Fabric excels – for these five reasons:

1

Fabric is a complete analytics platform

Every analytics project has multiple subsystems, often from an array of vendors. Integrating these subsystems can be complex and expensive. Microsoft Fabric does the job with a unified experience and architecture. It empowers every team in the analytics process with the role-specific experiences they need.

2

Fabric is lake-centric and open

Fabric's multi-cloud data lake called OneLake – think of it as a OneDrive for all of an enterprise's data – eliminates the need to manage, secure and sync replicated data across multiple data siloes. Every user – from data scientist to business executive – has a single place to go for accurate, reliable and secure data.

3

Fabric is powered by AI

Fabric is infused with Azure OpenAI Service to help all users unlock the full value of their data responsibly, so business users find insights more quickly and developers can better leverage generative AI to shape data and insights. Copilot in Microsoft Fabric enables business users to use conversational language to create data analytics systems and visualize results, so they don't need to be prompt engineers or get help from IT.

4

Fabric empowers business users and more people across the organization

Fabric's deep integration with the Microsoft 365 applications that employees use every day empowers companies to adopt and accelerate a pervasive data-ready, decision-making culture. They can optimize business insights, disseminate them to others, bring them into presentations and collaborate on them with colleagues, all via the Power BI, Teams, PowerPoint, SharePoint and other Microsoft 365 apps they already use.

5

Fabric reduces costs through unified capabilities

Fabric streamlines computing capacity costs too. Instead of paying for excess and untransferable capacity in each of several data analytics systems, Fabric users purchase a single pool of computing to power all their Fabric workloads. Capacity not needed for one workload can be consumed by any of the others.

We like Microsoft Fabric so much, we're also customers

Part of what makes Avanade the world's most qualified strategic partner for Microsoft Fabric is that we're also leading clients for the technology. Together with our parent company, Accenture, we have implemented and are evolving the world's largest Microsoft Fabric platform across our companies.

Accenture is using Fabric to help transform the digital user experience for its 733,000 people by providing new insights about the employee experience.

For Avanade, Fabric is simplifying last-mile data provisioning, widening access to enterprise data for more employees and accelerating time to insights.

Avanade's journey to Fabric started with a need – which we share with our clients – to unlock more value from our data and accelerate our responsible use of AI to scale our business. Over the last three years we've consolidated and optimized our own data infrastructure, moving responsibly to a data-ready platform based on Azure Synapse.

We've reinvented our approach to data by pivoting our data operating model to bring domain and data expertise closer together. We're realizing a relentless focus on business value with a data-ready-driven approach, and we're focused on strengthening a new culture that elevates data value achievement.

We turned to Microsoft Fabric as a core pillar and technical backbone of our internal data strategy. We deployed Fabric in production at scale as our analytics platform. This gives us internal reporting and analytical capabilities that are used across Avanade's 60,000-person workforce worldwide.

To implement Fabric, we seamlessly deployed data mesh-style architectures and adopted a hub-and-spoke data model, democratizing data and improving business insights for Avanade teams. This helps us deliver stronger analytics and AI outcomes for you, our clients.

What we learned – and what you should know

Our internal team was struck by the **user-friendly nature of Fabric**. While Azure requires separate development, testing and production environments, **Fabric operates like Power BI**, offering a single environment where development, test and production workspaces can be spun up and managed with ease.

With Fabric's self-service capabilities, business users can access data and sources to conduct their own complex analysis. However, when usage inevitably snowballs, **a lack of control and governance** can introduce challenges. To combat this, Avanade **designed a robust, responsible governance structure and plan**, which we put in place from the start to ensure we achieve our business goals.

Who does Microsoft turn to for Fabric implementation?

Avanade is collaborating with Microsoft to help Microsoft's people access, manage and act on data and insights across its product organization. We're helping Microsoft use Fabric to optimize self-service analytics capabilities that unlock the power of its data and help its people innovate faster. With a simplified, integrated platform, Microsoft has the data foundation it needs to accelerate its adoption of AI.





The best way to implement Microsoft Fabric

Many companies could start to implement Microsoft Fabric, to a degree, on their own. But to deploy Microsoft Fabric at scale and with the governance that helps to harness all data value, ensure maximum benefit, and reinvent the business as an AI company, clients will need more assistance.

Avanade has an unmatched array of people, processes and technology assets to empower organizations to maximize their benefits and ROI from Microsoft Fabric and generative AI. Our expertise in Microsoft technologies is unequalled.

We design and deliver your best Fabric implementation with accelerators and assets include:

- **A security readiness assessment**
- **A migration approach to help companies** speed the modernization of their data platforms
- **Industry and functional accelerators** for finance, customer sales and service, supply chain, manufacturing, retail, and consumer packaged goods
- **Nine offers around Fabric to meet clients where they are**, including introduction, security assessments, legacy data migration, and enablement

We also offer a specialized **Fabric training program** as part of Accenture's AI Academy, to help our clients cultivate their own future-ready talent and accelerate their transformations with Fabric. We have trained thousands to become "fluent in Fabric" and will continue to ensure our expertise is unrivalled in the marketplace.

In addition, our credentials include:

- **20x Winner** Microsoft Global Alliance SI Partner of the Year
- **7x Winner** Databricks Global Partner of the Year
- **60,000+** Microsoft certifications, more than any other Microsoft partner
- **7,000+** Clients across the globe and every industry

How the Met Office transformed weather services through data innovation

The Met Office is the United Kingdom's national meteorological service, delivering critical weather services and world-leading climate science to help people stay safe and thrive. From advising shoppers when to bring an umbrella to supporting military operations with precise forecasts, the Met Office's mission touches millions of lives every day. But with 400 terabytes of data produced daily—including 20 billion atmospheric observations—unlocking the full potential of this information was a challenge. Data silos made it difficult for teams to access and use insights to deliver the best possible services.

As the demand for timely, accurate weather information continues to grow, the Met Office recognised that its legacy data systems were holding back innovation. The organisation needed a way to break down barriers between teams, accelerate the flow of information, and empower experts to deliver even greater value to the UK public, government, and businesses. The challenge was clear: transform a complex, fragmented data landscape into a unified, agile platform for insight and action.



Trusted weather and
climate intelligence

Inspiring change

To overcome these barriers, the Met Office sought a technology partner who could help them break down data silos and accelerate innovation. Avanade, in collaboration with Microsoft, stepped in with a deep understanding of the Met Office's mission and values. Together, we envisioned a future where data could flow seamlessly across the organisation, empowering teams to deliver faster, more accurate weather insights for the UK public, government and businesses.

From the outset, Avanade demonstrated not only technical expertise but also a genuine commitment to the Met Office's vision. Our partnership was built on trust, transparency and a shared belief in the power of data to drive positive change. By listening closely to the Met Office's needs and ambitions, Avanade was able to tailor its approach, ensuring that every step of the journey was aligned with the organisation's goals and culture.

Driving innovation

The Met Office chose Microsoft Fabric as the foundation for its new data goals. Microsoft Fabric is a single platform that unifies data integration, analytics and AI to simplify managing and analysing data. With Avanade's expertise, the platform integrated diverse data sources, consolidating weather information from multiple systems into a single, accessible environment. Real-time data processing became possible, enabling the Met Office to analyse and interpret vast amounts of information quickly and efficiently. Avanade's tailored approach and ongoing support ensured that the solution was not just implemented but optimised for the Met Office's unique needs.

By leveraging Microsoft Fabric's advanced capabilities, the Met Office was able to break free from the constraints of legacy systems. Data that was once locked away in silos became available to scientists, forecasters and decision-makers across the organisation. Our team worked side by side with Met Office experts, providing training and support to ensure a smooth transition. The result was a flexible, scalable platform that could adapt to the Met Office's evolving needs and ambitions.

Achieving what matters

With Microsoft Fabric and Avanade's support, the Met Office has transformed how it manages and uses data. Teams can now access and analyse information more easily, leading to enhanced weather observations and improved services for customers. Together, we're ensuring that the UK stays safe and ready for whatever the weather brings.

The impact of this transformation is already being felt across the organisation and beyond. Faster, more accurate insights are helping the Met Office deliver on its mission to protect lives, property and the environment. With a modern, integrated data platform in place, the Met Office is better equipped than ever to respond to the challenges of a changing climate and an increasingly data-driven world. The journey continues, but the foundation for future success has been firmly established thanks to the power of partnership and innovation.



Watch now



Walking the walk on Microsoft Fabric since day one

We worked with Microsoft on the R&D to ideate, evolve and design Fabric.

We worked with Microsoft as the largest Private Preview partner and as an early-stage client for Fabric.

We were an official Microsoft Fabric Public Preview partner and launch partner.

We were a priority Featured Partner for Fabric's GA release.

We are committed to being the #1 partner for skilled Fabric resources.

Get started today

Ready to learn more about how Avanade can help you to optimize your data analytics with Microsoft Fabric? Here are ways to get started:

- Visit avanade.com/fabric
- Explore Avanade's range of Microsoft Fabric offers on [Azure Marketplace](https://azuremarketplace.microsoft.com/en-gb/marketplace/?query=avanade)
- Contact us at avanade.com/en-gb/contact

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