

GroupM

CLIENT

Technology & Innovation

INDUSTRY

Develop · Operate

DELIVERED AS

• Power BI

• Azure Data Factory

• SSIS

• Azure SQL

POWER BUSINESS DECISIONS WITH CLOUD SCALE ANALYTICS

Automating data enablement for GroupM

An end-to-end pipeline that automates GroupM's data gathering and reporting, so their teams spend their time on analysis instead of assembling spreadsheets.

01

THE CHALLENGE

GroupM is one of the world's leading media investment companies, responsible for more than \$60bn in annual media investment. Collecting data from multiple sources, combining it and analysing it was an arduous, manual job, and that manual work crowded out the part that actually creates value: exploring the data and drawing insight from it.

02

THE APPROACH

We built an end-to-end extraction, staging, transformation and reporting pipeline on Microsoft's cloud. Excel source files live in SharePoint Online; Azure Logic Apps within Azure Data Factory pull them into an Azure storage account; and SQL Server Integration Services extracts, transforms and merges them with existing data in GroupM's Azure SQL databases. Power BI connects to those tables for analysis, and we worked with GroupM's stakeholders to design and build the dashboards they needed, published to their Power BI workspaces with row-level security and refreshed regularly through data gateways.

03

THE OUTCOME

GroupM closed the gap between business and IT, putting analysis in the hands of the people who know the data. Automating the extract and load removed the manual work and made data available sooner, so teams get to quick, valuable insight instead of spending their time gathering numbers.

04

SUMMARY & BENEFITS

- ✓ Analysis in the hands of the people with the institutional knowledge of the data.
- ✓ Fresher data, available sooner for reporting.
- ✓ Manual gathering removed through automated extract and load.

CASE REFERENCE · TECHNOLOGY & INNOVATION

GroupM



Microsoft

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