

# Enterprise Data Platform Transformation for AI Enablement

One of the leading International Tobacco Giants



The enterprise data platform faced significant challenges, including slow time to market, inflated costs from fragmented processing, and a lack of clear roles. ITC Infotech successfully integrated data processing onto a unified MS Fabric platform, decisively eliminating redundancy. This strategic move allows the same data set to support multiple use cases, drastically accelerating implementation and freeing up resources to drive innovation.

**30%** data processing Cost saved      **99%** product adoption Success rate achieved

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides business-friendly solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry specific alliances and deep domain expertise. The company provides technology solutions and services to enterprises across industries through a combination of traditional and newer business models, as a long-term sustainable partner.



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## CHALLENGES

- A large enterprise data platform, utilizing 'best of breed' products, failed to meet business needs with poor time to market and lacked the capabilities to embrace AI for inspirational insights.
- Data processing was fragmented across 8 different tracks across 8 different tools and platforms
- Heavy investments and overlap of capabilities led to a high cost of data processing
- Unclear roles, responsibilities, and lack of prioritization led to dilution of effort and investment

## SOLUTION

- Integrated all data processing onto a single enterprise Data platform – MS Fabric
- The global data pantry model adopts one data, one governance, one security model.
- Removes redundancy and increases data integrity by querying data once, cleansing it once, and making it available across the enterprise from a single source to be reused multiple times.
- In the data product-driven approach, the same data set supports multiple use cases. Implements new use cases faster by several times.
- Effort and investment saved can be diverted towards innovation

## RESULTS

- 19 spokes/markets live in just 16 weeks
- 2x faster onboarding compared to the initial plan
- Gen-AI driven, fully automated onboarding, automated code conversion from Snowflake/Synapse/Databricks to Fabric
- Improved product adoption and trust – success rate 99% in EDP 2.0 vs 57% in EDP 1.0
- Over 40% revival of data assets through improved data quality and job success rate.
- Delivering use cases in minutes and days rather than weeks- a fully automated AI dashboard delivers fit-for-purpose business analytics
- 2x faster performance and 30% run cost savings on data processing. Exceeding expectations outlined in the benefit case.