

30% Reduction in Downtime & Real-Time Insights for a Leading Manufacturer with Azure & Power BI

Learn how we helped our client integrate data from multiple MES and **ERP systems using Azure Data Platform and leverage Power BI for real-time insights** and better efficiency.



About the Client

The client is a mid-sized IT services company specializing in **digital transformation, cloud solutions, and software development**. Operating globally, they serve a diverse set of customers across the **healthcare, finance, retail, and manufacturing industries**.

The Need

Our client faced a fragmented view of their sales and marketing performance data, scattered across multiple tools including HubSpot, Excel spreadsheets, and a CRM system. This led to major challenges in tracking leads, campaign effectiveness, and overall ROI, which is why they needed a centralized, real-time dashboard to unify data, improve visibility, and drive better performance across sales and marketing.





Our Solution

We implemented a modern, end-to-end BI framework using Azure Data Platform to replace the legacy system and deliver real-time, actionable insights for the client.

Tech Stack



Automated Data Ingestion & Transformation

Integrated with third-party APIs using Azure Data Factory to ingest data, stage JSON in Data Lake, and transform it into structured formats using Mapping Data Flows and Synapse pipelines.



Interactive BI Dashboards in Power BI

Created a robust Power BI reporting layer with drill-through capabilities, KPIs, and live operational metrics—covering parcel tracking, SLA compliance, and customer feedback analysis.



Scalable & Secure Architecture

Built a scalable Azure data architecture with role-based access controls, automated hourly refresh cycles, monitoring via Azure Monitor, and secure dataset publishing in Microsoft Fabric.



Outcomes Achieved



Real-time operational visibility into sales and service performance



25% reduction in customer support response time



Executives accessed mobile-ready dashboards for faster insights



Reusable architecture ready for future data sources and APIs



Why DataSartz

Data-first organization focused on actionable intelligence



Expertise across Azure, Snowflake, Power BI, Databricks and many more



AI-powered analytics and intelligent automation



100+ data engineers, architects & analysts



Specialized in building scalable data platforms & BI solutions



About DataSmartz

DataSmartz, our DNA, Turning Data into Intelligence, Period. We believe data is **more than just numbers**—it's the foundation of smarter business decisions. Our mission is to help businesses across North America unlock the full potential & power of their **data using cutting-edge AI-powered data intelligence solutions**. We deliver end-to-end solutions for data modernization, BI & analytics, data engineering, and cloud data platforms. **As a Netsmartz group company, we bring over 25 years of global delivery experience**, certified talent, and deep cloud partnerships to help enterprises drive better decisions with data.

50+

Happy Clients

100+

Certified Expert

200+

AI & BI Solutions
Delivered

10+

Global Locations



NORTH AMERICA
Rochester, NY, Vancouver,
Mississauga

EUROPE
Oslo

ASIA
Singapore, Dubai, Chandigarh,
Mohali, Noida, Gurugram,
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