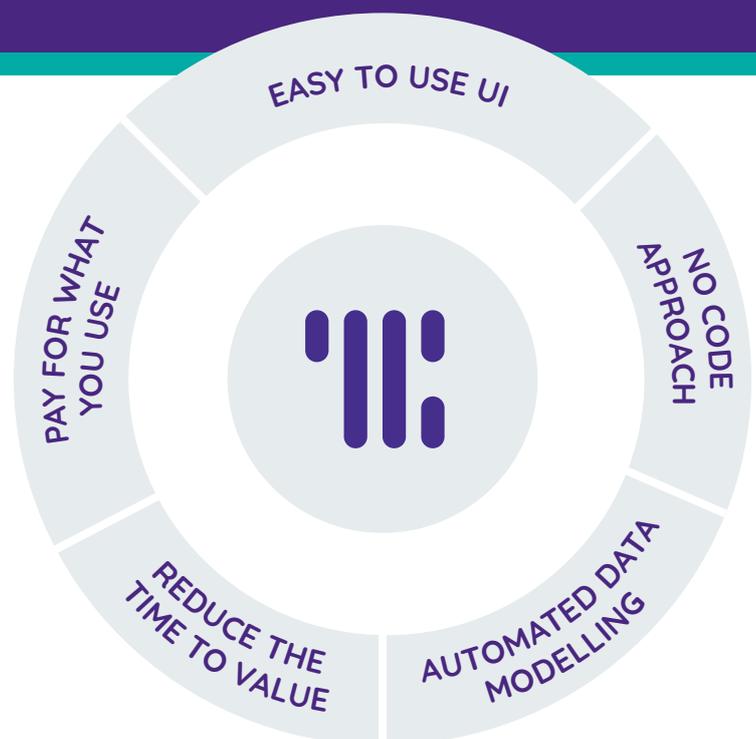# TRUECUE

Smart Data Provisioning for the Microsoft Azure Cloud

SAAS Data Warehouse Automation, delivering the right data to the right people at the right time

TrueCue: Addressing business challenges

In this day and age, all businesses realise that there is real value in their data. However, rapidly unlocking this value is the main challenge facing many organisations today, especially those that have silos of data of data, but do cannot provide dedicated technical teams to build, maintain, administer and govern an integrated data platform.

TrueCue automates the process of integrating and serving clean, governed data direct to the decision makers, so that information can become insightful far more quickly and easily, with confidence.

EASY TO USE UI

NO CODE APPROACH

AUTOMATED DATA MODELLING

REDUCE THE TIME TO VALUE

PAY FOR WHAT YOU USE

The traditional way:

The traditional approach to achieving clean, conformed and governed business-wide data has always been to build a data warehouse. However, data warehouse (DW) building has always suffered from the sluggish development of complex data extract, transformation and loading (ETL) processes into predefined and restrictive data models, on top of over-specified hardware infrastructure. This can result in exorbitant costs, and considerable time delays, before delivering any real value.

Once delivered, many DWs require ongoing updates in order to evolve and expand their scope or service offering. This is usually the result of business ambiguity or new reporting requirements, which requires more time and resource to develop or change data models and BAU data load processes. All of this work would have to be carried out by an overstretched IT team, meaning potentially months of delays before changes could be implemented.

The TrueCue way:

The age of waiting months for an overburdened IT to deliver data warehousing solutions is over. Today, businesses expect agile implementation, near real time delivery of changes and demand self-service capability from their business intelligence solutions. Data warehousing solutions are not an exception. TrueCue is a fully managed, smart data provisioning platform built for the cloud. It massively accelerates the delivery and maintenance of consolidated business data, using a no code approach. This data is then made available in self-optimising models to allow you to connect your BI/Analytics tool of choice.

Using its intuitive browser-based portal, TrueCue enables non-technical staff to bring their data into the cloud and create a business focused data model using its AI-led assisted model inference engine. Automated data quality validation checks, customisable business data rules and full data audit ensure that data issues are identified, and data owners notified whenever data is uploaded and processed.

TrueCue is a SaaS solution built exclusively on the Microsoft Azure Cloud. Therefore, it seamlessly scales elastically to deal with changing workloads, providing optimal performance and cost effectiveness.

With TrueCue, EVERY customer can achieve an enterprise-grade data warehouse fully architected, designed and deployed within days or weeks.

TrueCue simplifies and accelerates the design and build of a new Cloud Data Warehouse whilst improving the time to value for analytically driven business leaders.

Challenges addressed by TrueCue

Creating insight and value from integrating and consolidating multiple data sources into a single trusted repository while ensuring the quality of data with auditing and logging capabilities

Improving poor time to value of traditional data warehouse approaches given the significant time and cost of building and delivering data warehousing projects

Handling the complexity of changing analytics requirements in an agile manner

Removing the difficulties of managing infrastructure updates, scalability and cost

Difficulties in handling large teams of highly technical individuals to build and manage data platforms

The need to invest in expensive hardware or worry about how and when to retire on site servers

Benefits provided by TrueCue

Time to value 10x faster with 8x less cost

Easily define and automatically deploy changes or expand your data provisioning instantly in an agile manner with no coding

Reduce time to value through an intuitive UI that assists the creation of the business data model, all data pipelines and data quality validations

Adaptive, self-optimising data models designed for analytics ensures optimal performance

Provides a scalable and cost-effective cloud consumption model in which you pay only for what you need given the dynamic performance and data storage requirements of your workloads

Only requires non-technical staff to use TrueCue

Provides a reliable data-as-a-service cloud platform

Use cases

Agile Data Warehouse Creation
(data integration, consolidation and exploration)

Data Warehouse creation
Agile build of a new data warehouse in the cloud

Data Warehouse Optimisation
(performance, off-load, expansion, migration)

Data Warehouse optimization
Quick and easy migration or off-load of an existing data warehouse into the cloud

Internal Data as a Service
(enterprise-wide shared reliable data source)

Providing a data-as-a-service platform
Consolidate data from multiple sources into a single platform in the cloud to be shared across the enterprise

On-demand Data Blending
(agile PoC and forensic investigation)

Spinning up a forensic Data Warehouse
Quickly and easily integrate a contained subset of data for on-demand analysis or proof-of-concept

360 Views
(customer, patient, product, etc.)

Building a 360 view
Integrate and consolidate your data from multiple sources to provide a related data-driven 360 view of an entity

Crowd-Source your Data
(collect valuable data from arround your business)

TrueCue provides a governed data collection web portal for people to submit and validate their data, receiving instant data suitability feedback and detailed data quality analysis to ensure the data submitted is fit for purpose.

Key features

Ease of use and speed to value	Automated data model design, generation and enhancement	Adaptive, self-optimising data models designed for analytics
Automated data load pipelines	Pay-as-you-need consumption-based subscription	Scale up and down to deal with evolving workloads
Automated data quality validation and cleansing	Automated documentation	Crowd-source business data
No-code approach	Enterprise-grade Azure data platform design	Manage your whole process through the TrueCue portal
Secure-by-design	Fully SaaS data provisioning platform in the cloud	

Review your data strategy – the time has come to move to the cloud