

UNLEASH THE POWER OF YOUR DATA

How Interlink Transforms Your Data Into a Single Source of Truth

Are you using your data to accelerate your business?

Most organizations understand that data-driven decision making can accelerate your business and give you a competitive edge. Yet, there are steps you must take to ensure your data is accurate and easily consumable. Interlink has made this easy by combining their Azure Cloud connected Data Mart Solution with Microsoft's Power BI application.

More Accurate Reporting

Fast & Efficient Querying and Analysis Tools



SOURCE DATA: WHERE ALL DATA STARTS

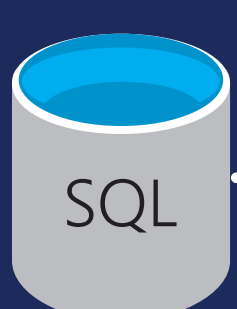
SQL, Oracle, Azure, Structured Third Party, Unstructured, Excel, Access, Web, etc.

Source Data is the initial source where data is input and stored.

It doesn't matter where your data is — Interlink can access it.

Many organizations that use Microsoft's **Power BI** will pull information directly from their Source Data and use it for reporting in Power BI; this often results in inaccurate reports that render unreliable information.

Interlink's approach ensures all your data is accurate and normalized to create a single source of truth, which includes the next following steps.



What We Recommend

Interlink recommends putting your data into Azure SQL Database — an intelligent, fully managed relational cloud database service that provides the broadest SQL Server engine compatibility.

Why Azure SQL Database?

- Accelerates app development
- Makes maintenance easy
- Uses built-in intelligence that learns app patterns and adapts to maximize performance, reliability, and data protection
- You can migrate your SQL Server databases without changing your apps

THE INTERLINK APPROACH

STAGING SERVER: ORGANIZING YOUR DATA & MAKING IT CONSISTENT

From your Source Data, we create a Staging Server using data organizational tools:

- 1) ETL (Extract, Transform & Load)
- 2) SSIS (SQL Data Migration/Input Platform)

Interlink pulls data from relevant sources and places it into one location.

This can be done by either building a:

DATA WAREHOUSE

Pulls in ALL data from ALL data sources and puts it in a central location to use for reporting. This can cost millions and take years to implement.

DATA MART

A subset of a data warehouse — usually oriented to a specific business line or team. Quick and affordable with a faster return on investment. Interlink recommends this approach for their customers most often.

This step is important because it...

- Organizes and cleans your data to make it a single source of information
- Ensures you know where your data is coming from when it is delivered from your end-user
- Certifies your data fields are consistent so they read the same across all data sources via data normalization (i.e. – Michigan may be listed in data fields as Mich, MI, Michigan, etc.)

SQL SERVER DATA MART: TRANSFORMS YOUR DATA INTO A SINGLE SOURCE OF TRUTH

After defining the data you need for your reporting parameters, Interlink creates a data mart, which is used to store consumable data. This provides you with your single source of truth.

This step is important because it...

- Provides data more quickly & efficiently
- Proves ROI of your data
- Reporting is much faster vs. building & pulling from a data warehouse
- Delivers more organized data
- Ensures your data is accurate before it is presented in Power BI reports
- Becomes your historical information store

POWER BI: PROVIDES INTERACTIVE VISUALIZATIONS WITH SELF-SERVICE BUSINESS INTELLIGENCE CAPABILITIES

Dashboards, Automated Reports, What if Analysis/Self Service

Interlink builds in the calculations customers require. Important KPIs may require specific calculations and Interlink ensures these calculations are done the same way each time (i.e. — a ROI calculation done by one person in the company provides the same results as someone else who pulls the same report).

REAL-TIME UPDATES WITH POWER BI

Stream data and update dashboards in real-time

Any visual or dashboard that can be created in Power BI can also be created to display and update real-time data and visuals. The devices and sources of streaming data can be factory sensors, social media sources, service usage metrics, and anything else from which time-sensitive data can be collected or transmitted.

Power BI
Power BI is a tool used to take the data and make it consumable for the end user. It includes reporting and excels at building dashboards with graphical visualizations.

The data mart process then keeps your data up to date, so decisions are based on the most current information.

GET INTERLINK'S AZURE CLOUD CONNECTED DATA MART SOLUTION

UNLEASH THE POWER OF YOUR DATA

Interlink employs the best practices around creating consumable data for your end users by building a safe, secure, and reliable data solution.

Use your data to find trends and make predictions

Move from discussions to decisions when everyone is working from the same set of information

Learn more at:

WWW.INTERLINK.COM/DATA-MART