



Modernizing lead management with Azure Data Services

To improve sales effectiveness, a large IT company had a vision of a collaborative, agile analytics platform that would enable their analyst-led incubation process to take millions of leads from a wide variety of sources and use marketing expertise and data science algorithms to route them to the channel with the highest likelihood to close.

Challenge

Our client has an enterprise-scale lead management system. They wanted a **modern and elastic marketing analytics platform** that supports ad-hoc analysis and advanced statistics without having to rebuild their existing solution from scratch. With the help of Inviso, they can now take advantage of a solution that **intelligently routes marketing leads and improves sales conversions**, all driving increased revenue.

Solution

Building on our **deep knowledge of Azure data services**, we created a solution for the client that delivers against their requirements, with:

- Hybrid platform of Azure data services built around existing privately-hosted on-prem analytics infrastructure.
- Modern data services like **Azure Data Lake, Azure Databricks, Azure Data Factory, Azure Synapse Analytics, and Azure Machine Learning** to add scalability.
- Traditional data platform components like **SQL Server, Azure SQL, SSIS, Analysis Services, and Power BI** to retain existing processes.

Results

- More effective lead generation processes
- Higher quality leads
- Higher conversion rates
- Increased revenue
- Scalability
- Versatile and user-friendly environment for self-serve analytics

Technologies & tools

- Azure Data Lake
- Azure SQL
- SQL Server
- Azure Databricks
- SSIS
- Azure Data Factory
- Azure Synapse Analytics
- Azure Machine Learning
- Azure Analysis Services
- Power BI

Industry

IT

