



# Unify your data platform

A guide to unifying your data for AI readiness



# Your business needs a robust data strategy

The pace of business is accelerating. Yet many business leaders and teams are still working with disconnected systems, scattered data, and limited IT resources.

and Microsoft can help address these challenges by bringing all your data together in one place, making insights accessible to everyone, and laying the foundation for AI-powered growth with Microsoft Fabric.

Fabric is a comprehensive, AI-powered data platform built to adapt to the unique needs of your growing business. Whether you're **streamlining operations**, **enhancing analytics**, or **unlocking deeper insights**, Fabric flexes to fit your goals. With built-in security, intuitive tools, and seamless integration across Microsoft 365 productivity apps, it empowers every team to **make smarter decisions** and **scale confidently** on their own terms.

[1. Hakkoda – State of Data Report 2024](#)



of small and medium-sized businesses say they need to modernize their data to stay competitive<sup>1</sup>



# Smarter growth and every user empowered

**Microsoft Fabric** is designed to simplify how fast-growing businesses manage, analyze, and act on their data. It unifies your data streams, eliminating silos and gives every team access to a single source of truth.

With integrated AI features like **Copilot in Fabric**, users can simply ask questions about their data and get clear, conversational answers.



# Unify with OneLake, your open and AI-ready data lake

OneLake is the backbone of a unified data strategy with Fabric. Enable your teams to manage and analyze all their data—structured and unstructured—across clouds and domains providing an open and AI-ready data lake.

## Highlights

- **Unified data lake:** OneLake centralizes data storage and access, eliminating silos and duplication.
- **Increased productivity:** Accelerate your team with built in AI so they can uncover insights and save time on daily tasks.
- **Enable AI:** Fuel your own tailor-made generative AI experiences in Azure AI Foundry and Copilot Studio with curated data seamlessly flowing from OneLake.
- **Ease of use:** Empower users to get started quickly by connecting to any data source using Shortcuts and Mirroring; no data movement is required, just immediate, unified access.
- **Discover and govern:** Surface data with the OneLake Catalog protected by Fabric security, while built-in governance capabilities ensure compliance and access control at scale.
- **Cost savings:** Reduce the need for multiple disconnected tools, minimize infrastructure overhead, and streamline operations.



**OneLake empowers growing businesses to unify their data estates and eliminate silos**



# Microsoft Fabric with Power BI turns data into decisions

Unlock end-to-end analytics with Power BI, transforming business data into clear, actionable insights that help teams make smarter decisions faster.

## Highlights

- **AI-powered insights:** Use Copilot to ask questions in plain language, summarize insights, and drive faster decisions.
- **Easy-to-build dashboards:** Quickly create interactive dashboards to track performance and spot trends, no coding needed.
- **Connect to your data:** Effortlessly pull data from Excel, cloud apps, or databases, no complex setup required.
- **Secure sharing and control:** Share reports confidently with built-in security and access controls that grow with your business.
- **Insights where you work:** View Power BI reports right inside Microsoft 365 tools like Teams and PowerPoint.



**Power BI fosters a data-driven culture by making insights easy to access, share and act on—no technical expertise needed**



# Copilot and AI in Fabric put intelligence to work

Copilot and AI capabilities in Fabric help everyone—data engineers, analysts, and business users—work smarter by turning natural language into powerful data actions.

## Highlights

- **Natural language Q&A:** Ask questions and get instant insights from your data.
- **Low-code/no-code access:** Empower users to explore data without technical expertise.
- **Accelerate productivity:** Generate SQL, DAX, and Python code instantly.
- **Smarter data engineering:** Suggest transformations, joins, and optimizations.
- **Integrated across Fabric:** Access your data across lakehouses, warehouses, pipelines, notebooks, and reports.
- **Multi-agent orchestration with Fabric data agents:** Build custom agents in Azure AI Foundry and Copilot Studio and ground them with trusted enterprise data with OneLake.



**Copilot in Fabric enhances the data analytics experiences for all users**

# Fabric Real-Time Intelligence (RTI) delivers answers now

RTI helps manage and use event streaming data from Fabric, other Microsoft data sources, and external data sources so you can act fast and make decisions in the moment. Just like the OneLake data hub makes it easy to discover, manage, and use the data at rest, the Real-Time Hub can help you do the same for data in motion.

## Highlights

- **Complete data solution:** To ingest, transform, query, visualize, and act on data in real time
- **Real-Time Hub:** Centralized platform for streaming data from internal and external sources
- **Rapid solution development:** No-, low-, and pro-code experiences for building real-time applications
- **Real-time AI insights:** Automated actions and anomaly detection scale beyond human monitoring
- **Digital Twin Builder:** Modeling and simulating real-world systems



**RTI in Microsoft Fabric enables organizations to ingest, analyze, and act on streaming data instantly**



# Fabric Databases power smarter decisions

Empower your business to move faster, make smarter decisions, and scale with confidence, all on a foundation built for growth.

## Highlights

- **Fast provisioning:** Databases can be spun up in seconds, reducing setup time and accelerating innovation.
- **Unified data platform:** Combine operational and analytical workloads in one place, streamlining app development and data management.
- **SQL and Cosmos DB (NoSQL) integration:** Support both relational and semi-structured data, enabling translytical applications and reverse ETL flows.
- **Built on familiar SQL engine:** Use the proven SQL Server engine for compatibility and developer familiarity.
- **Integrated developer tools:** Get seamless data integrations with Visual Studio, GitHub, and CI/CD pipelines.



**With Fabric Databases, you can manage data securely, at scale, and optimized for AI**



# Unifying data for insights and action



There's a direct correlation between leveraging AI and operating more effectively."

—Keith Goodwin  
Chief Information Officer  
Make-A-Wish

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**Make-A-Wish** transforms a child's imagination into hope for those with critical illnesses. The US-based nonprofit partners with families, medical teams, volunteers, and communities to grant wishes, such as tropical vacations or unicorn photo shoots. Fragmented data systems, inefficiencies, and security issues limited its ability to streamline operations and expand its impact.

Make-A-Wish transitioned to a unified data platform using **Microsoft Fabric**, creating a **single source of truth** that supports nationwide operations. They also implemented **Microsoft 365 Copilot**, **Microsoft Copilot Studio**, and **Power BI**, enabling staff to:

- ✓ Automate workflows
- ✓ Gain real-time insights
- ✓ Increase productivity
- ✓ Make faster, data-driven decisions

Now, they streamline everyday tasks and enable generative AI, empowering staff to focus more on their mission. From leadership to frontline, they can work faster to help ensure every eligible child is served.

# Real-time insights and innovation at scale



**Microsoft Fabric was a game changer because of its ability to create shortcuts without physically moving data from one place to another ... With Fabric, it's two clicks and that's it."**

—José Viegas  
Senior Data Architect  
IWG

[Read more](#) →

**IWG**, a global leader in flexible workspaces, pioneered flexible working over 30 years ago. To support its continuing growth, the company needed real-time insight into marketing and sales performance. Legacy systems lacked the agility to track leads, campaigns, and conversions, limiting fast, data-driven decisions.

IWG adopted **Microsoft Fabric** and its **Real-Time Intelligence** capabilities to unify data from diverse sources: CRM systems, SQL databases, Elasticsearch, GeolP logs, and IAM user data. This enabled:

- ✓ Automated data processing
- ✓ Real-time campaign performance tracking
- ✓ Fraud detection
- ✓ Enhanced operational efficiency

With Microsoft Fabric, IWG cuts costs and boosts agility by using live data to adapt marketing strategies and detect fraud instantly. The platform also enables future innovations like dynamic bookings, chatbot portals, and behavioral modeling to improve engagement and efficiency.

# Expanding data access and acceleration decisions



**With Microsoft Fabric and Power BI, the time required for analytics has decreased and decision making accelerated by 50%.”**

—Rubina Lozovaya  
Chief Digital Officer  
Bank CenterCredit

[Read more](#) →

**Bank CenterCredit**, a leading financial institution in Kazakhstan, faced growing challenges in data management and reporting. Manual processes delayed insights and slowed decision-making, with report preparation taking up to three weeks.

To overcome these hurdles, the bank adopted **Microsoft Fabric** and **Power BI**, enabling:

- ✓ Real-time data access and analytics
- ✓ Automated reporting workflows
- ✓ Role-based data governance for secure access
- ✓ Performance optimization across teams

Bank CenterCredit customized Fabric to meet regulatory and operational needs, paving the way for AI and machine learning innovations. The transformation empowered employees to make faster, data-driven decisions, reinforcing the bank’s focus on smart, secure, scalable growth.

# Build the data foundation for innovation

WaferWire Cloud Technologies (WCT) and Microsoft can help you shift from disconnected tools to a unified platform that empowers teams, fuels AI, and supports strategic decision-making.

Fabric is not just a data solution; it's a growth engine that scales with your business and prepares you for what's next. Whether you're launching new products, entering new markets, or optimizing operations, Fabric powers your AI transformation with a complete data platform.

## Ready to transform your business with Fabric?

Contact WCT today at [inquiry@waferwire.com](mailto:inquiry@waferwire.com)

Book a meeting with us

