



# Transforming the world of music using data analytics

## Client

Leading audio entertainment company in North America with a portfolio including SiriusXM and Pandora

## Company Size

5,680 employees

## Location

North America

## Featured Partners



**databricks**

A global music company needed help transforming its data ecosystem to make faster, more informed decisions and uncover new revenue opportunities. Their existing approach relied heavily on manual processes, siloed teams, and outdated tools. This made accurate and timely insights difficult. To meet growing business demands, they needed a scalable, cloud-based platform that would improve data visibility, streamline reporting, and enable analytics across the enterprise.

Marlabs designed and implemented a modern data architecture with advanced reporting capabilities. Through an agile approach, we delivered a centralized data hub, self-service analytics, and enhanced governance. This resulted in a more efficient and insight-driven business, now capable of responding to real-time market trends and shaping the future of music.



Data Strategy & Architecture



Cloud Data Engineering



BI & Reporting



Data Governance



# The Challenge: From manual reporting to modern insights



**Objective:** Build a scalable, cloud-based data platform to support analytics and real-time insights.



**Existing Issues:** Data silos, legacy systems, and manual workflows limited visibility and agility.



**Solution Needed:** A centralized data ecosystem with governed access and modern reporting capabilities.



**Outcome:** A unified data platform that empowers teams to make smarter, faster decisions.



The client was struggling to keep up with the pace of digital innovation due to a fragmented data landscape, manual reporting processes, and a lack of centralized governance. Teams were spending too much time validating data and not enough time using it to drive decisions. They needed a modern solution that would centralize data, improve accessibility, and support analytics at scale.

# The Solution: An agile data transformation built for speed and scale

To address the client's challenges, Marlabs delivered a cloud-native analytics platform built on Azure. The solution unified data sources, automated reporting, and enabled governed, self-service analytics. By using an agile delivery model and collaborative workstreams, we accelerated time to value and created a strong foundation for innovation.

## Discovery & Roadmap

Our team assessed the current state, defined data goals, and built a strategic implementation plan.

### Workstreams:

- Stakeholder alignment
- Platform and architecture assessment
- Analytics maturity evaluation
- Roadmap development

## Foundation & Architecture

We designed and implemented a scalable cloud architecture to unify and manage data.

### Workstreams:

- Azure data platform deployment
- Cloud data warehouse design
- Data pipeline development
- Security and access planning

## Analytics & Enablement

To empower users with timely, accurate insights, our team developed modern reporting tools with self-service capabilities.

### Workstreams:

- Power BI dashboard creation
- KPI and metric standardization
- User training and enablement
- Self-service reporting framework

## Governance & Optimization

Finally, we developed governance to ensure data quality, compliance, and long-term sustainability.

### Workstreams:

- Governance roles and responsibilities definition
- Metadata management and cataloging implementation
- Data stewardship processes establishment
- Continuous improvement practices setup

## Services and Technologies Used:

### Services:

- Data Strategy
- Cloud Architecture Design
- Data Integration and Engineering
- Business Intelligence Development
- Data Governance Enablement

### Technologies:

- Microsoft Azure
- Azure Data Lake
- Azure Synapse Analytics
- Power BI
- Azure DevOps

# The Results: Impact on the client organization

The partnership between Marlabs and the client resulted in a dramatic transformation of the company's data and analytics capabilities. By moving to a centralized, cloud-based environment, the organization eliminated manual reporting, increased access to trusted data, and empowered teams across the business to make better, faster decisions. The project demonstrated how agile delivery and strong alignment between business and IT can create lasting impact.



**Faster Decision-Making:** Automated reporting reduced turnaround time and increased responsiveness.



**Enhanced Data Quality:** Standardized metrics and governance reduced errors and improved trust in data.



**Improved Visibility:** Centralized dashboards gave leadership real-time access to key business metrics.



**Greater User Empowerment:** Self-service tools enabled business users to explore insights independently.



**Better Strategic Focus:** Eliminating manual reporting freed up resources for more strategic work.



**Scalable Foundation:** The scalable, future-ready cloud architecture positioned the client for continued growth and innovation.