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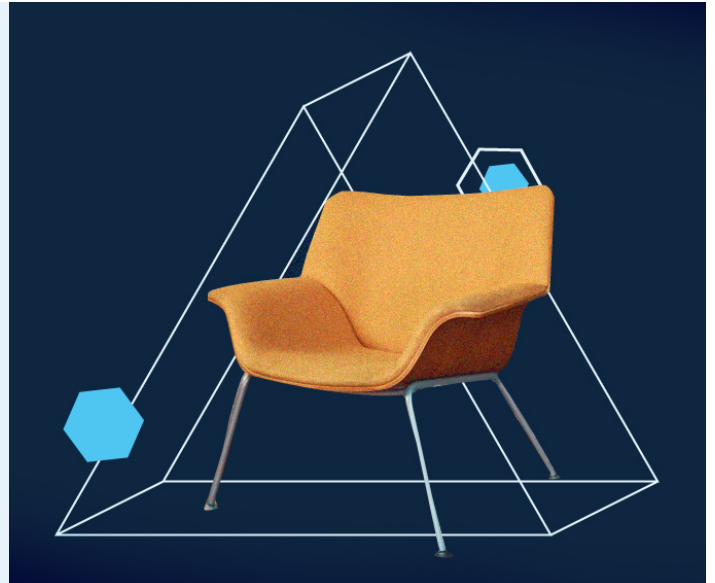
Fortude supports leading Australian furniture retailer in its journey to data maturity

📍 **Australia**

🛋 **Furniture Retail**

🗄 **Data strategy**

A prominent Australian furniture retailer with a strong nationwide presence, faced growing challenges in managing and scaling its data infrastructure. Disconnected reporting systems, inconsistent data sources, and limited governance across tools like Excel, created roadblocks for timely and accurate business insights.

Challenges

Lack of a unified data source

Core data such as cash and sales were reconciled manually due to the absence of a single master data repository.

Inconsistent reporting methods

Business reports were delivered via Excel and PDF through email, with varying development methods across SSRS, Excel, and SSAS-based reports.

Limited scalability and performance

The existing BI infrastructure had a single daily ETL refresh, creating a bottleneck and limiting real-time analytics capabilities.

Decentralised Power BI usage

While Power BI was used for self-service analytics, it lacked governance, process controls, and content management.

Data silos and Excel dependency

Heavy reliance on Excel for downstream reporting and emerging siloed cloud data lakes added to the complexity.

No enterprise data strategy

There was no long-term roadmap for enterprise-wide data and analytics, limiting alignment and growth.

Solution

Fortude partnered with the company to lay the foundation for a future-ready, enterprise-scale data ecosystem by delivering:

A modern analytics platform

Designed and implemented a unified data architecture comprising a lakehouse-based data platform and an enterprise data warehouse on Microsoft Fabric.

Standardised reporting

Developed a BI semantic model for sales to enable self-service analytics and delivered standard paginated reports for mass consumption.

Master data consolidation

Defined Infor M3 ERP as the master system for key business data such as items, customers, suppliers, and warehousing.

Cloud alignment

Enabled data replication from various on-premise sources (MySQL, SQL Server, DB2) to OneLake for downstream processing and to reduce overhead on source systems.

Strategic data roadmap

Provided architectural documentation and long-term recommendations to reduce redundancies.

Azure > Data Factory   Fabric > OneLake   Data Engineering   Power BI
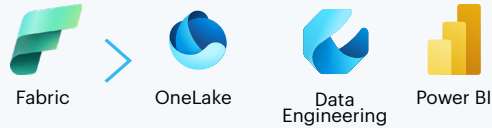
Impact

- **Unified data reporting:** Delivered consistent, governed reporting with near-real-time capabilities, improving business agility.

- **Empowered users:** Enabled secure and structured self-service analytics, reducing reliance on IT for insights.

- **Eliminated silos:** Consolidated reporting across multiple systems, reducing redundancy and ensuring a single source of truth.

- **Supports scalability:** Established a scalable data infrastructure on Azure, positioning the business for future cloud-native growth.

- **Improved resilience:** Reduced single points of failure through better architecture and introduced disaster recovery planning.

What's next?

- Expand solution to cover analytics requirements of other business functions like finance and supply chain.

- Support integration of upcoming system upliftment and installation into solution.

- Driving intelligent automation with advanced AI technologies.

Fortude was recognised as the winner of the Digital Transformation Award for APAC by AICPA & CIMA, 2024 and the Data Solution implemented for this company was a key case study included in the entry.