

# #FORTUDE

# Engineering AI-ready data

A foundational guide



 Microsoft  
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Data & AI  
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# Introduction

This guide serves as a foundational reference for preparing your data to support AI and analytics initiatives. It covers the essential components, from defining a clear data strategy and selecting the right platform to enabling predictive analytics and deploying AI-powered applications.

Whether you are starting your journey or enhancing existing capabilities, this guide explains how each element drives business transformation and competitive advantage, while highlighting emerging technologies that can accelerate your data and AI initiatives.

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# Know your company's data capability

Get a maturity score of your current data in 3 minutes and see where you need to improve, using our

→ [Data Analytics Health Check](#)

**Completed the health check?**

The areas explored in this guide provide clear direction on what to focus on when you strategize your data & AI journey.

# Strategize your data and AI journey

## Objective

A well-defined analytics strategy ensures that data initiatives are aligned with business goals. It provides a clear roadmap for how data will be collected, managed, and used, including setting up the right architecture to support analytics and AI. This enables smarter decision-making, improved efficiency, and long-term value creation.

## When to consider expert support

When you need to comprehensively assess your data and AI landscape, define a clear strategy, roadmap, and architecture to establish a strong foundation for sustainable success.

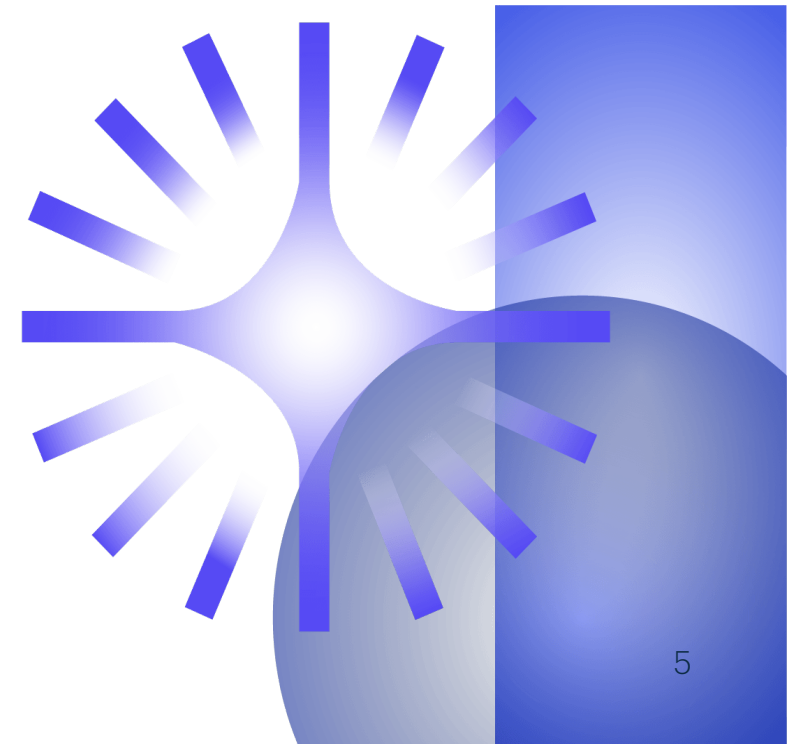
## Success story

Fortude helped an Australian brand distributor to make faster, data-driven decisions by putting in place a data strategy. Today, the company can get instant access to up-to-date data and key metrics.

→ [Read the case study](#)

## Quick steps

- Define key business questions/ data needs
- Take the detailed data and AI maturity assessment
- Prioritize projects aligned with strategic outcomes



# Build your analytics platform

## Objective

An analytics platform serves as the backbone for turning raw data into actionable insights. It enables centralized data access, real-time analysis, and scalable reporting, laying the foundation for predictive analytics and AI. Choosing the right platform helps ensure data is secure, reliable, and readily available to support strategic decisions.

## When to consider expert support

When you want to implement a modern data architecture, ensure data quality, and enable self-service analytics or accelerate the setup of your data foundation, and have a clear strategy and roadmap in place.

## Success story

In just 4–8 weeks, Fortude helped an Australian connectivity and communications technology group put in place the foundations for an analytics platform with our accelerators.

→ [Read the case study](#)

## Quick steps

- Choose scalable tools
- Centralize and integrate data from their sources
- Build enterprise-wide analytics
- Enable self-service analytics and optimize for AI

## Popular tools/technologies



Microsoft  
Fabric



Databricks



Snowflake

# Empower teams to use data

## Objective

Empowering users to leverage data effectively requires more than just deploying an analytics platform. Success comes from ensuring that employees across roles can access, interpret, and act on insights. From self-service analytics to AI-driven copilots and agents, organizations can enable users at all levels to make data-informed decisions, while structured adoption and education initiatives ensure long-term engagement and impact.

## When to consider expert support

When you need to design a comprehensive adoption roadmap, develop role-specific enablement programs, or integrate advanced AI copilots.

## Quick steps

- Identify user groups and their analytics needs (executives, analysts, business users)
- Provide guided onboarding with hands-on training and role-specific resources
- Integrate AI copilots and agents to lower the barrier to data exploration
- Establish a culture of continuous learning through workshops, user forums, and recognition programs

## Popular tools



Power BI



Tableau



Microsoft Copilot

# Predictive analytics for insights

## Objective

Predictive analytics help businesses anticipate trends, mitigate risks, and make proactive decisions by uncovering patterns in historical and real-time data. By embedding predictive models into operations, organizations can improve forecasting accuracy, optimize resource planning, and respond faster to market changes.

## Quick steps

- Identify predictive use cases (e.g., sales forecasts, customer retention)
- Start with simple predictive models using accessible tools (Excel, AutoML platforms)
- Monitor and refine models regularly

## When to consider expert support

When predictive models become more complex and insights need to be embedded directly into business processes.

## Popular tools



Google  
Cloud AutoML



Azure Machine  
Learning Studio



Databricks



Snowflake



Fabric-based  
ML

# AI in action

## Objective

AI applications enable businesses to automate complex processes, enhance decision-making, and unlock new levels of efficiency. From intelligent chatbots to recommendation engines and anomaly detection, AI solutions can be embedded across functions to drive innovation, reduce manual effort, and deliver personalized experiences at scale.

## Fortude's solution

Fortude has its own agentic AI solution, Charlie. Whether you're a supply chain manager or the CEO, Charlie connects with your systems to deliver quick insights, so you can take the right actions.

## When to consider expert support

When you need customized AI solutions, AI integration across business functions, and responsible AI deployment.

## Quick steps

- Identify practical AI applications (AI agents, copilots, automation tools)
- Pilot AI solutions for specific business challenges
- Promote responsible AI governance (transparency, ethics, data privacy)

## Popular AI tools



Microsoft Copilot



OpenAI GPT-5



Azure AI



Fabric Agent

**Charlie**

Charlie



Gemini



LLaMA

# Trust, governance & security

## Objective

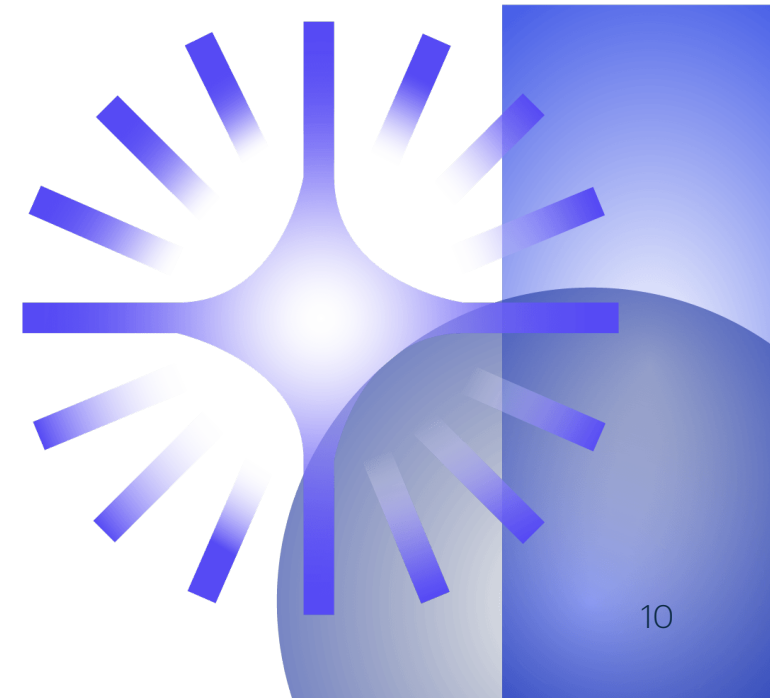
Build trust in data and AI initiatives by establishing strong governance, security, and ethical foundations that protect sensitive information, ensure regulatory compliance, and promote responsible AI use. A clear trust framework enables organizations to confidently scale AI solutions, minimize risk, and ensure that insights and outcomes are reliable, transparent, and aligned with business and regulatory expectations.

## When to consider expert support

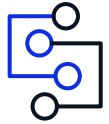
When governance requirements become complex, regulations evolve, or AI use cases expand across teams and regions, expert support can help you design and implement scalable governance and security frameworks.

## Quick steps

- Define clear ownership and accountability for data, analytics, and AI models across the organization
- Establish governance policies for data access, usage, retention, and AI model lifecycle management
- Embed security and privacy controls into data platforms and AI solutions from the outset
- Monitor data quality, model performance, bias, and compliance on an ongoing basis

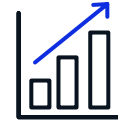


# How far can Fortude take you?



## Strategic analytics roadmap

Tailored solutions aligning data initiatives with your business goals.



## Robust & scalable data platforms

Unified, real-time insights from cloud, on-prem, and edge sources.



## Advanced predictive analytics

AI-powered foresight to drive smarter, proactive decisions.



## End-to-end managed services

Seamless data management and BI support.



## Industry expertise

Proven experience in fashion, manufacturing, distribution & more.



## Charlie - agentic AI

Charlie, our agentic AI framework built on Microsoft Copilot, Copilot Studio, and Azure AI Foundry, now offers expanded capabilities through integration with Fortude's Infor MCP Server.

Fortude transforms your data into actionable insights, empowering your business to innovate, grow, and stay ahead.

# Hear from our customers



With Fortude's expertise and support, we set up a data management and analytics platform based on Microsoft Azure's data services. It leverages Azure Data Lake Gen2, Data Factory, Databricks, Synapse Analytics and Machine Learning along with Power BI for enterprise data models and analytics.

Ben Garvin  
Director of Information Technology  
Spot



Dunlop Flooring embarked on a Power BI development journey with Fortude in October 2024. Fortude was able to deliver to our requirements in a short space of 2 months and the team is delighted with the results. We found the Fortude team very flexible and responsive and we will continue with our partnership into the future.

Sanjay Senanayake  
Finance Director  
Dunlop Flooring



In just three months, Fortude successfully advised on and implemented a Data Lake foundation, integrated it with our M3 multi-tenant environment, and established the business analytics required to support key decision-making processes.

An Australian connectivity and communications technology group



# Contact us

to build your competitive edge with the right data and AI strategy.

Fortude is a leading global enterprise and digital technology solutions company, delivering solutions that matter to customers around the world.

Our teams are based out of offices in the US, Canada, UK, Sri Lanka, India, and Australia, and have experience in implementing projects across multiple locations and continents. We are also a partner to some of the world's largest technology, cloud, and automation software solution providers including Infor, Microsoft and UiPath.

For more information, visit [fortude.co](https://fortude.co)

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