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Whitepaper

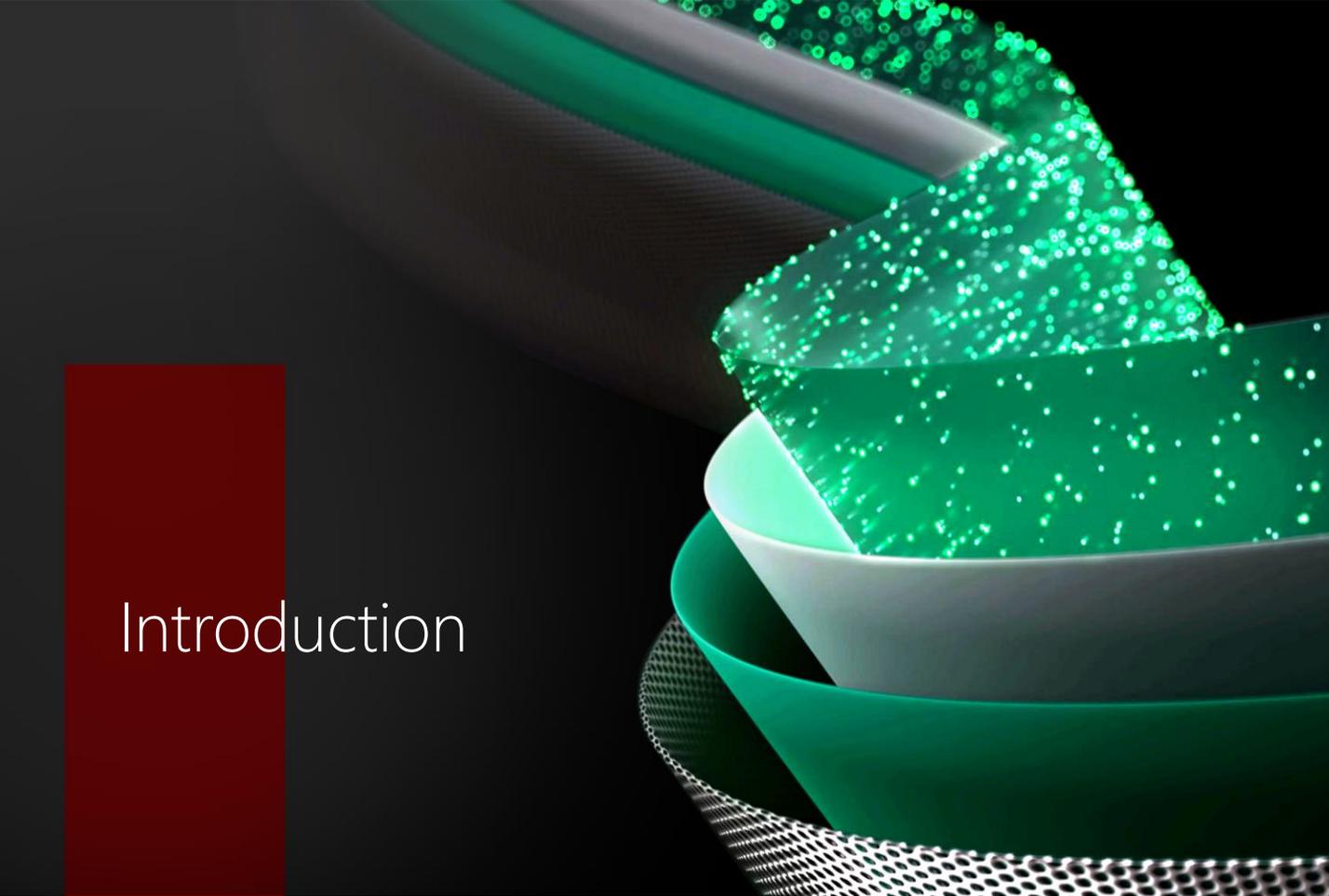
Ten Avatars of Microsoft Fabric for Dynamics Ecosystem

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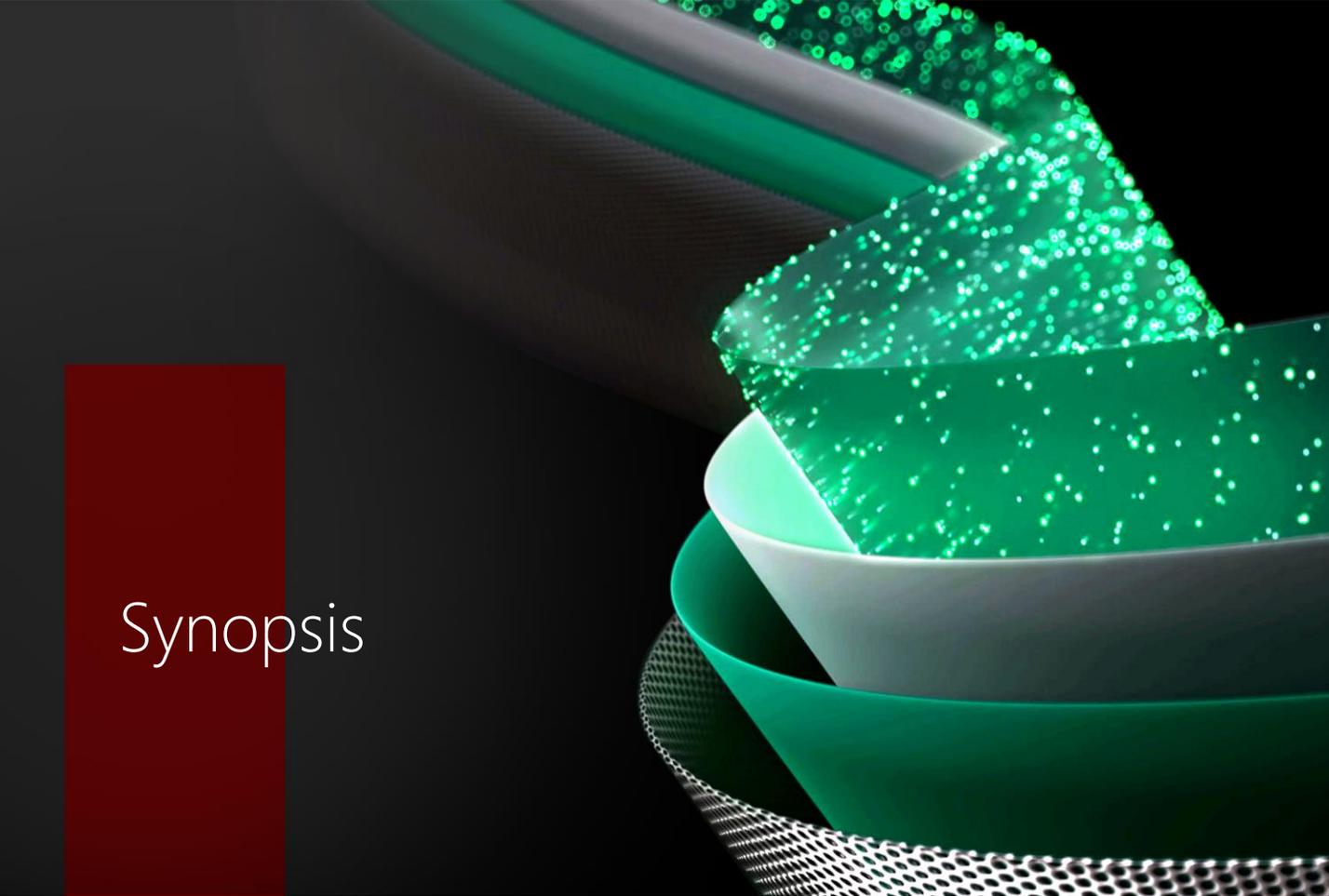
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Introduction

In today's agile and continuously evolving business environment, business applications are required to be agile, flexible, connected and smarter. The new risks and opportunities created by the possibilities with AI further underscore the need for a strong data foundation supporting the Biz Apps ecosystem. For building smarter workflows or process automation, or generative AI-based smarter customer engagement applications, the data layer is crucial for AI innovations. It is essential now, more than ever before, to pair up a business applications ecosystem with an integrated data layer, walking together on the new evolution journey.

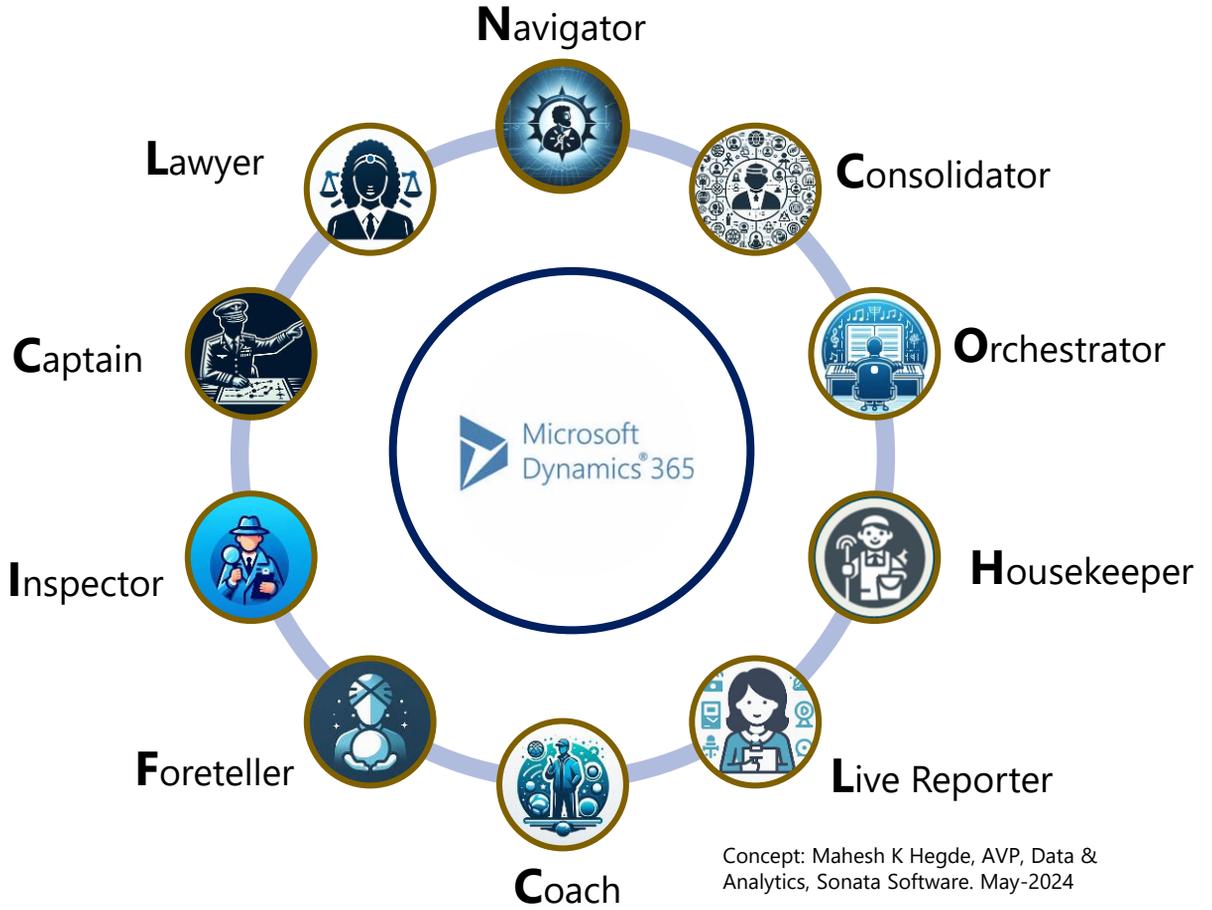
Microsoft Fabric is an end-to-end analytics and data platform designed for enterprises that require a unified solution. It offers a comprehensive suite of services including Data Engineering, Data Factory, Data Science, Real-Time Analytics, Data Warehouse, and Databases. Microsoft Fabric is a perfect companion for the D365 applications suite and plays several critical roles in successfully implementing, managing and realizing the value of Dynamics 365 for every organization and function.



Synopsis

"Ten Avatars of Microsoft Fabric for Dynamics Ecosystem" offers an in-depth exploration of how Microsoft Fabric enhances the Dynamics 365 business applications ecosystem. Microsoft Fabric compliments Dynamics 365 business applications ecosystem in several ways. The whitepaper outlines ten avatars of Microsoft Fabric within the Dynamics 365 ecosystem, showcasing its versatility and impact on various business functions. Each avatar is illustrated with practical examples and solution examples, illustrating real-world applications and benefits of Microsoft Fabric in various business scenarios. These examples highlight how organizations across different industries are leveraging Fabric to enhance their Dynamics 365 ecosystems, improve operational efficiency, and achieve better business outcomes. This whitepaper caters to IT leaders, business application owners, data professionals, and organizations aiming to optimize their Dynamics 365 business applications with a robust data foundation.

THE 10 AVATARS OF MICROSOFT FABRIC FOR D365 ECOSYSTEM





Navigator

Fabric for navigating transformation journey, supporting business continuity while migrating or upgrading to D365

While evolving business needs entail migrating or upgrading to the most suitable and modern business application platform, organizations continue to look for better ways to navigate the phases of transition and transformation. Whether it is supply chain operations, sales, finance or customer engagement, it is essential to ensure there is seamless information flow across legacy, interim and next-gen platforms as well as the downstream systems.

While application schema and interfaces are evolving, a steady layer of data and API in Fabric throughout the transition process will enable effective change management and necessary process and experience transformations.

Data Hub for everyone

Establishing a central data layer before the transition helps smooth the migration experience.

- Storage hub - Fabric OneLake becomes a storage hub for legacy, new and upstream systems.
- Integration hub – The API layer becomes the integration hub, an intermediary for all data exchanges.

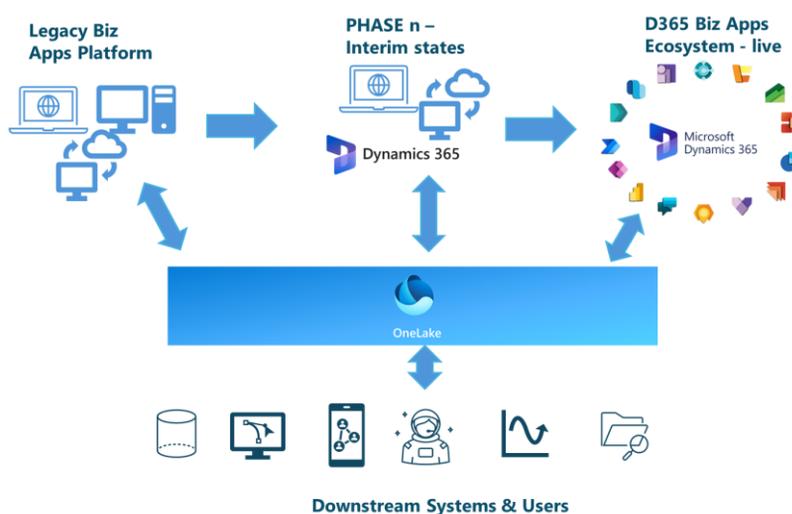
Overall, as a navigation layer between legacy, interim, upstream, downstream and next-gen applications, the data hub abstracts the core biz apps platform changes from customers, partners & employee experiences.

Shock-absorber system of the Navigator

Synchronizing multiple application changes is a significant effort. The central data layer brings the advantage that it can

- Accumulate changes of smaller or interim increments and release in more predictable frequencies
- Synchronize the changes, while some related changes in the application layer are best combined and reflected for downstream systems

Overall, this helps release changes at the right time in the right form, effectively absorbing the jerks and frictions caused by individual application and interface changes. This also reduces redundant interim change efforts and costs.



This image depicts Fabric Data Hub between legacy, interim, new states of business applications, upstream and downstream systems.

Solution Example: Sales Data Hub for a Healthcare Payor

A leading healthcare payor is considering migration of multiple instances of third-party ERP systems to Dynamics 365. To minimize the impact on downstream systems during the migration process, a data mediation layer has been proposed as an abstraction layer. This approach aims to mitigate risks related to data flow disruptions and potential changes that may occur throughout the different phases of the migration, regardless of whether it involves legacy technology or D365 instances.

With vast integration capabilities of Fabric, envisioned data hub also acts as a transition bridge that alleviates the operational data challenges during the transition phase. Because this data hub maps data entities across applications, including the ones that are retiring and the ones coming up next. Dependent applications, reporting and processes can seamlessly hook on to this central data hub while core business applications switch over.



Consolidator

Fabric for consolidated financial reporting of a group of companies, M&A entities, subsidiaries and regional units

Both organic and inorganic growth could result in a heterogeneous business applications landscape across operating entities in an organization. Finance and other departments could be spending significant effort and time in creating consolidated metrics, analysis and reports for internal and external audiences on a frequent basis. Microsoft Fabric's ability to bring together data from heterogeneous platforms, multiple D365 instances, and cross-tenant applications without necessarily migrating the data physically, comes as an optimum and long-term solution.

Strategic leadership and finance teams will love this

Siloed data and reporting across operating entities conceal common patterns & risks and horizontal themes of businesses across the entire organization. Analysis, planning, and strategic decision-making at the top level require independent effort for every entity. This significantly increases the leadership effort and limits organizational integration and coherence, leading to increased disparity and involves manual cross-entity strategy synchronizations. Unified reporting helps with accurate analysis, planning, reviews and decision-making efficiency and effectiveness.

A unified data layer will simplify the financial reporting team's tasks by providing consolidated data across operating entities. For a team constantly under pressure to deliver consolidated and standardized reports from disparate and heterogeneous businesses, this solution is ideal.

Consolidation approach and how Fabric helps

- **Design common data model for reporting:** Using a domain-led model that is independent and unbiased of any specific business entity or application instance is **a good way to build reporting data product**. This helps plug in existing and future systems into a common framework as far as the reporting layer goes.
- Create separate Fabric workspaces for each entity or instance. Use Fabric's connectors and Microsoft OneLake link for Dynamics (Dataverse shortcut) to logically bring together all entity data into OneLake
- Map to common data model in a consolidated workspace: Sonata brings a Gen-AI based accelerator for data mapping. Metadata thus generated is further used by data engineering accelerator – IntelliPipe – to consolidate cross-instance data together centrally.
 - For geo data boundary scenarios: Use shortcuts for regional data lake or warehouse to logically surface that data into consolidated workspace. This approach helps in building enterprise-level aggregated datasets centrally while maintaining transactional data physically within the respective Azure region.

Solution Example: Consolidating reporting for multi-brand retailer

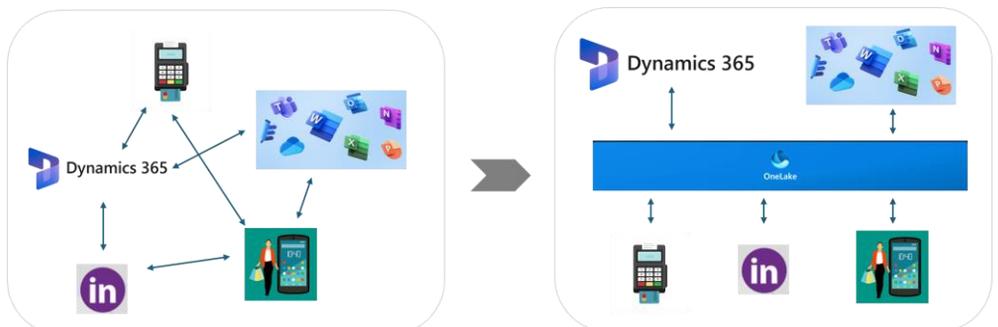
A large Fashion retailer in India has acquired multiple brands and there are different Dynamics 365 instances. Consolidating financial and sales reporting currently requires significant manual effort and is prone to errors. By implementing a superset data entity model and utilizing OneLake, reporting for individual brands as well as consolidated reporting and analytics can be achieved seamlessly, without manual intervention. Presently, reports are replicated across nearly 20 brands, and the next consolidation effort aims to establish a standardized template approach for standard reports across brands, reducing the siloed reporting experience and roll-up challenges in the visualization layer.

Orchestrator

Fabric for a connected enterprise applications ecosystem

Mediating data flow and synchronization of related business processes across application ecosystems, especially those outside of Dynamics 365, requires substantial effort. Fabric-based data mediation layer acts as a bridge, enabling heterogeneous applications, including those beyond the organizational boundary, to communicate and share data effectively.

Enhanced Application Experience: By integrating Fabric with Dynamics 365, organizations create a cohesive experience for users. Data seamlessly flows between applications, reducing manual effort and improving productivity.



Process orchestration: Fabric enables real-time data synchronization and action triggering across systems. For example, customer interactions in Dynamics 365 CRM can trigger actions in other applications (e.g., sending an order to a supply chain partner in an ERP system).

Why Fabric for application orchestration?

Open Storage Standard: Non-proprietary storage in Fabric opens up many doors of possibilities to integrate with small and large, internal and external third-party applications.

Connectors: Rich set of connectors in Fabric, and the ability to build custom connectors, provide endless possibilities to integrate applications.

APIs: Fabric's API layer makes it an ideal candidate for building an intermediary or a middleware equivalent when a large number of heterogeneous applications need to communicate with each other.

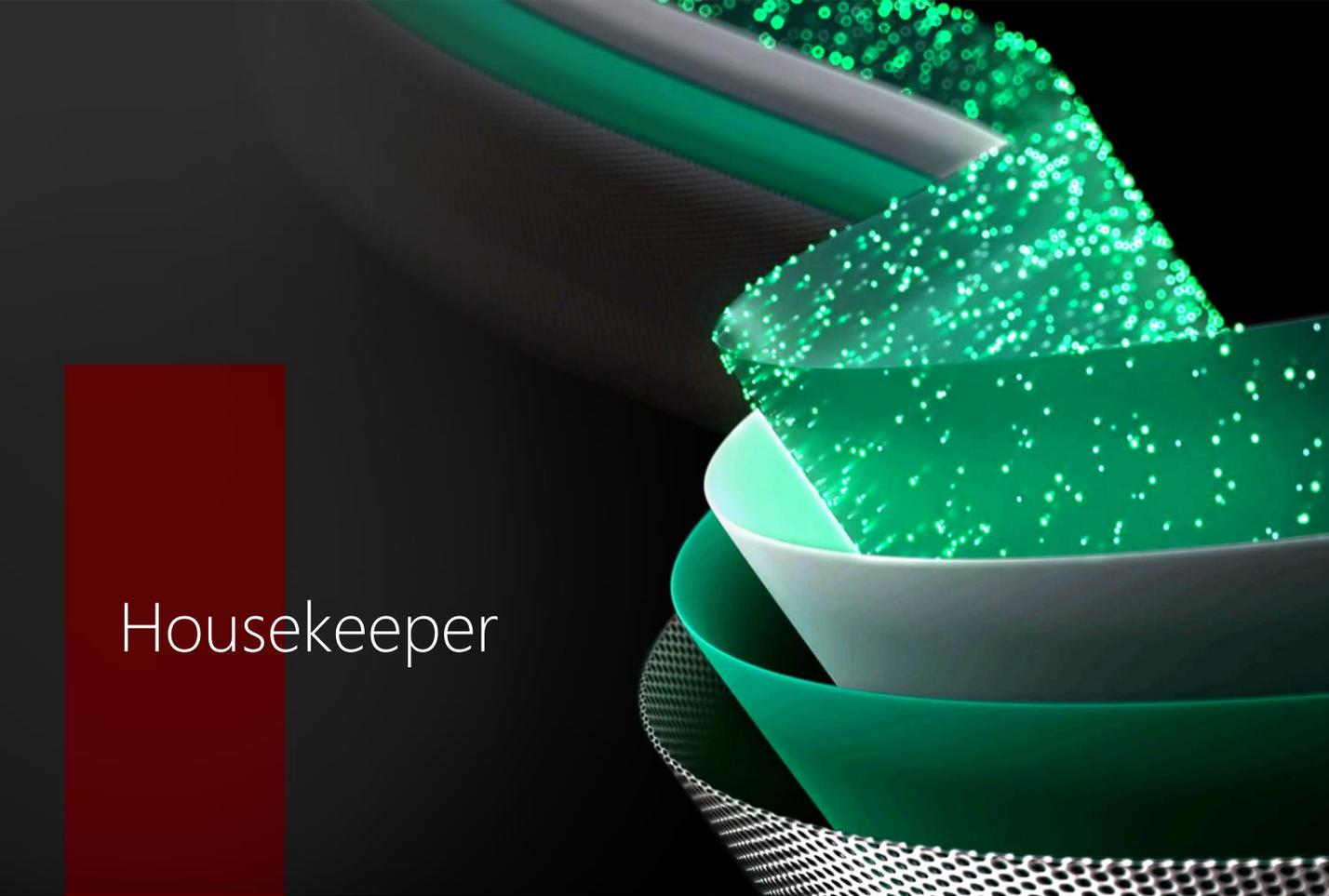
Data Activator: For a seamless process experience, use data activators to send "signals" and "messages" across applications to work together.

Use Case Examples

- An order-to-cash process involves CRM, finance, and inventory management—all to be seamlessly connected irrespective of technology providers delivering applications for each process.
- Sales, marketing, finance, and customer service teams need to speak a common language while interfacing with customer and internal applications orchestration is fundamental to achieve this.

Solution Example: Supply chain orchestration for a Sleep appliance provider

A retail store-chain providing sleep appliances in the US, which sources & assembles upon customer orders – required real-time integration of applications throughout the tech stack to provide delivery ETAs. To provide this information at the time of order entry in business applications, a data hub that connects to various application systems was necessary. Fabric, with its rich set of connectors, was critical to design cross-platform integration.



Housekeeper

Fabric for data cleaning and management

Quality of data is reflected in every business process experience. Data cleansing, managing and organizing high quality data for business applications and AI is a “must have” for a modern business application platform.

Data housekeeping areas for business applications

- **Data profiling:** Continuously scan and profile incoming data from pre-built and newly customized applications to identify data quality, consistency and completeness issues. Further, intelligent rules can be implemented to manage data quality issues using lookup or reference data, data profiling and science capabilities in Fabric and Microsoft Purview.
- **Data cleansing:** Standard data cleansing and supplementation can be applied using thresholds as well as reference datasets.
- **Master data management:** Using in-built or partner solutions integrated into Fabric, rule based as well as AI-based intelligent master data management for entities such as customer, contacts, partner, product or orders data can be achieved. This helps achieve one version of truth across the application landscape, driving coherent customer experience across channels.

- **Catalog:** Generating a library of datasets, a consolidated “menu” of various datasets is helpful in finding the right information centrally. Fabric and Purview help build a catalog with ease. Extensions using third-party solutions or custom code within Fabric Notebook including data science extensions provide unlimited possibilities.
- **Anomaly detection:** Finding data anomalies, potentially identifying business operations or process anomalies is easier with the Fabric data platform integrated with business applications.

Business Use Case Examples

Retail customer data mastering: Consumers' data in retail business chain can come from many channels – billing, ecommerce, rewards, campaign and so on. The existence of multiple versions and variations of customer data poses challenges related to inconsistent information and consequently impacts the experience across application interfaces. Fabric OneLake is a good place to consolidate, cleanse and create combined master data. Sonata’s intelligent data mastering solution built on Fabric data science helps accelerate the process and brings best practices of “golden records” for customer and other business entity data mastering.

Identify suspicious insurance claim: When a business application intakes or processes an insurance claim, anomaly detection can be applied to find out and alert any suspicious or fraudulent claims, activating an appropriate validation process.

Shipment pre-check: Address validation can come in handy in the supply chain or consumer shipment process. This can proactively reduce potential experience and process errors such as invalid or high-risk shipping locations or long delivery delays.

Solution Example: Sales broker data de-duplication for a healthcare payor

A healthcare payor needed consolidated, clean master data of sales agencies and brokers, curated before loading into the Dynamics 365 CE. Using Sonata’s data science model built in Fabric, intelligent data amalgamation and mastering solution was built to provide clean and consolidated master data for agency, broker and their hierarchy.



Live Reporter

Fabric for near real-time reporting and business intelligence

In sales, customer engagement, or supply chain management, business owners seek real-time metrics for leadership review. Sales executives may require current customer engagement and support incident statuses before making calls, while delivery agents prioritize actions to meet service level agreements (SLAs). Data latency directly impacts business agility, workforce productivity and customer experience.

Fabric helps deliver quick information and insights from Dynamics 365 platform for such use cases, with a simplified data flow and data shortcuts to application backend – Dataverse.

Opportunities to enhance every experience with real time insights

Customer Engagements: Real-time insights help personalize customer interactions, anticipate needs, and enhance customer satisfaction.

Sales Operations: Timely data on leads, opportunities, and sales performance enables agile sales strategies.

Marketing: Real-time analytics guide marketing campaigns, optimize ad spend, and track campaign effectiveness.

Win competition: Teams can respond swiftly to market changes, customer demands, and emerging opportunities. Ultimately, this agility enhances customer experience and drives business success.

Business Use Case Examples

Supply Chain Management: Real-time tracking of shipments, inventory levels, and demand fluctuations.

Financial Services: Instant fraud detection, stock trading, and risk assessment.

Manufacturing: Monitoring production lines, quality control, and predictive maintenance. Combines data lake (unstructured) and data warehouse (structured) approaches.

How Fabric enables real-time insights

Dataverse Shortcut: Enables seamless integration within this architecture. Organizations can achieve near real-time operational insights by leveraging these shortcuts.

Lakehouse Architecture: Allows data flow simplification thereby reducing the data latency in reports.

Direct-lake Mode in Fabric Power BI: Brings the best of data caching performance and minimized data latency at the reporting layer.

Instant Answers: With Power BI Q&A and Copilot, the burden on developers or analysts is alleviated, reducing bandwidth bottlenecks.

Solution Example: Fragrance manufacturer chose Fabric on Dynamics for real-time reporting and data democratization

A leading fragrance manufacturer needed more real-time insights from Dynamics 365 for sales, finance, customer engagement and procurement related information to improve operational agility. Dataverse shortcut in Fabric proved to be perfect solution for their need. Further, direct-lake based Power BI reports with self-service analytics helped business users quickly get ad-hoc insights on demand. The organization is also embarking on a governed data democratization journey to adopt data-driven decision culture across functions.



Coach

Fabric to guide business processes with intelligent insights, patterns and inferences

Organizations strive for data-driven decision-making to improve efficiency, customer experiences, and overall performance.

Consider a scenario of a cold prospect. Imagine there are thousands of such cases positively converted in the past, by fellow colleagues but a new sales executive lacks insight of those success stories. Timely insights and correlation from past experiences to the current scenario will be transformative, effectively guiding business users with insights, inferences and recommendations.

Microsoft Fabric helps bring intelligent insights, patterns and inferences (summarization) embedded directly into biz app ecosystem for fact driven decision-making and continuously improving performance.

Insightful experience beyond business applications

Similarly, insights from business applications user context can be brought into communication and productivity tools to assist Biz Apps users everywhere.



Let your data do the talking

Upgrade any presentation by adding interactive data from Power BI straight into your slides. See how it works.

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Insert

Give people automatic access to this data.

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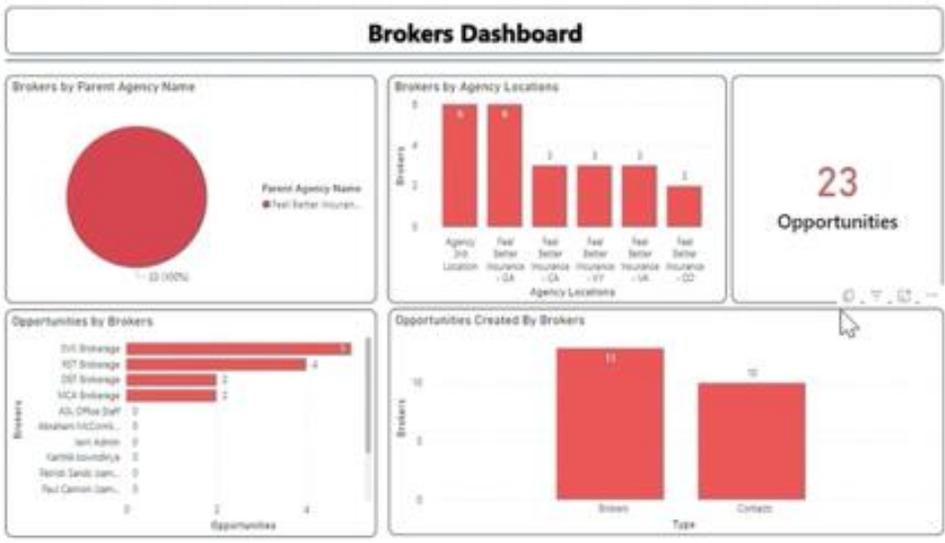
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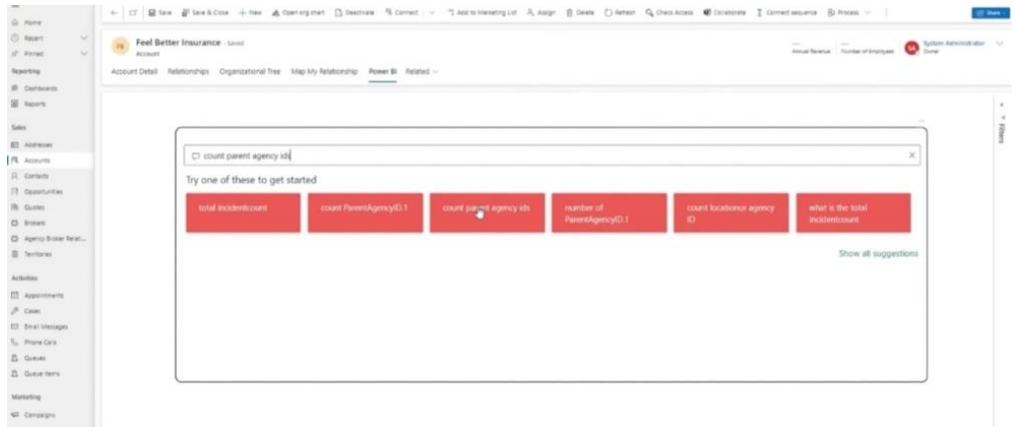
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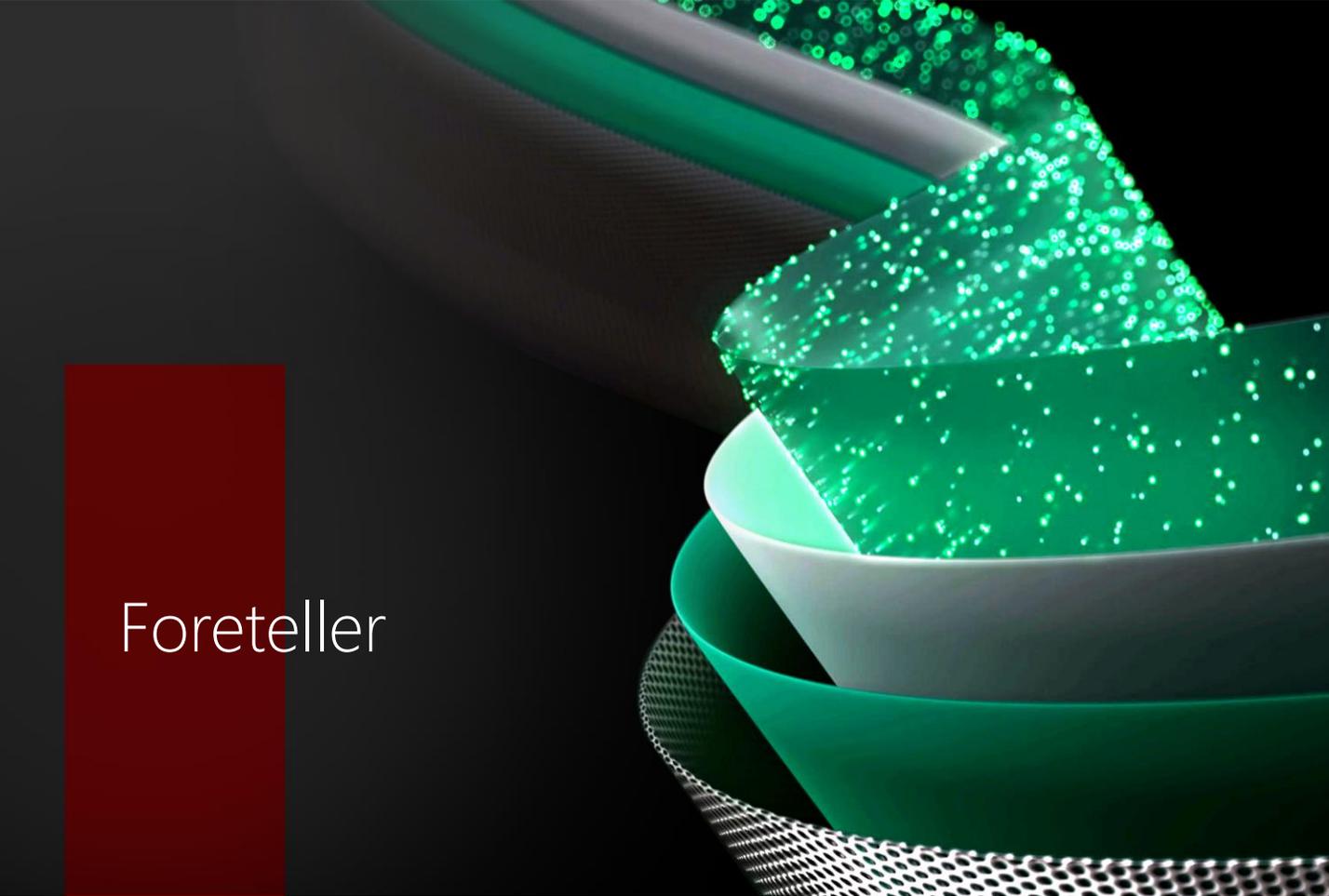
How Fabric Helps:

Microsoft Fabric Power BI co-pilot, Q&A, powerful summarization and visuals integration capabilities are meant for these scenarios. Power BI reports, including the Questions & Answers feature, with the context of the application page, can be embedded into the Dynamics 365 application to provide timely insights and guide the process flow or decision making.



Solution Example: Broker sales orchestration in Dynamics 365

A leading insurance provider uses a large broker network and multi-channel sales process. Finding the current state, active conversations and feedback across channels is a critical part of the sales process. The ability to quickly and centrally find all related information is fundamental to sales success. The integrated data layer in Fabric, insights and interactive analytics embedded in Dynamics 365 using Power BI help provide insights for every sales persona in effectively driving sales.



Foreteller

Fabric for predictive analytics and forecasting

While performing business activity, understanding the impact of the task and the business outcome is paramount. Predictive insights help highlight potential outcomes based on the past information and experience applied to the current context. Simple as it may sound, when leveraged across various business activities in the organization, has the potential to tremendously enhance business performance. Consolidated data from end-to-end business processes combined with Fabric data science to predict future states and outcomes makes Fabric a personalized foreteller for every persona.

Business Use Case Examples

Resource forecasts: Predict demand for resources (e.g., workforce, inventory, equipment) helps organizations allocate them effectively.

Workforce planning: Predict staffing needs based on historical trends, seasonality, and business growth.

Inventory management: Forecast product demand to optimize stock levels.

Equipment maintenance: Predict maintenance schedules to prevent downtime.

Financial planning: Project revenue, expenses, and cash flow under different market conditions.

Supply chain optimization: Simulate transportation routes, warehouse locations, and inventory levels.

Process optimization: Recommend process changes to improve efficiency.

Fraud detection: Identify potential risks such as fraudulent transactions in the business application and activate validation workflow

How Fabric Helps

Construct full context of the business: Fabric OneLake, brings together all relevant information (logically or physically) for a complete picture of the entities or events. Sonata uses domain-led data model design approach to connect relevant information irrespective of their sources.

Identify patterns: Using Fabric data science, detect common patterns, trends and differences across subset of the business such as geographical, product line or segment based patterns to apply relevant ones to a new case in question.

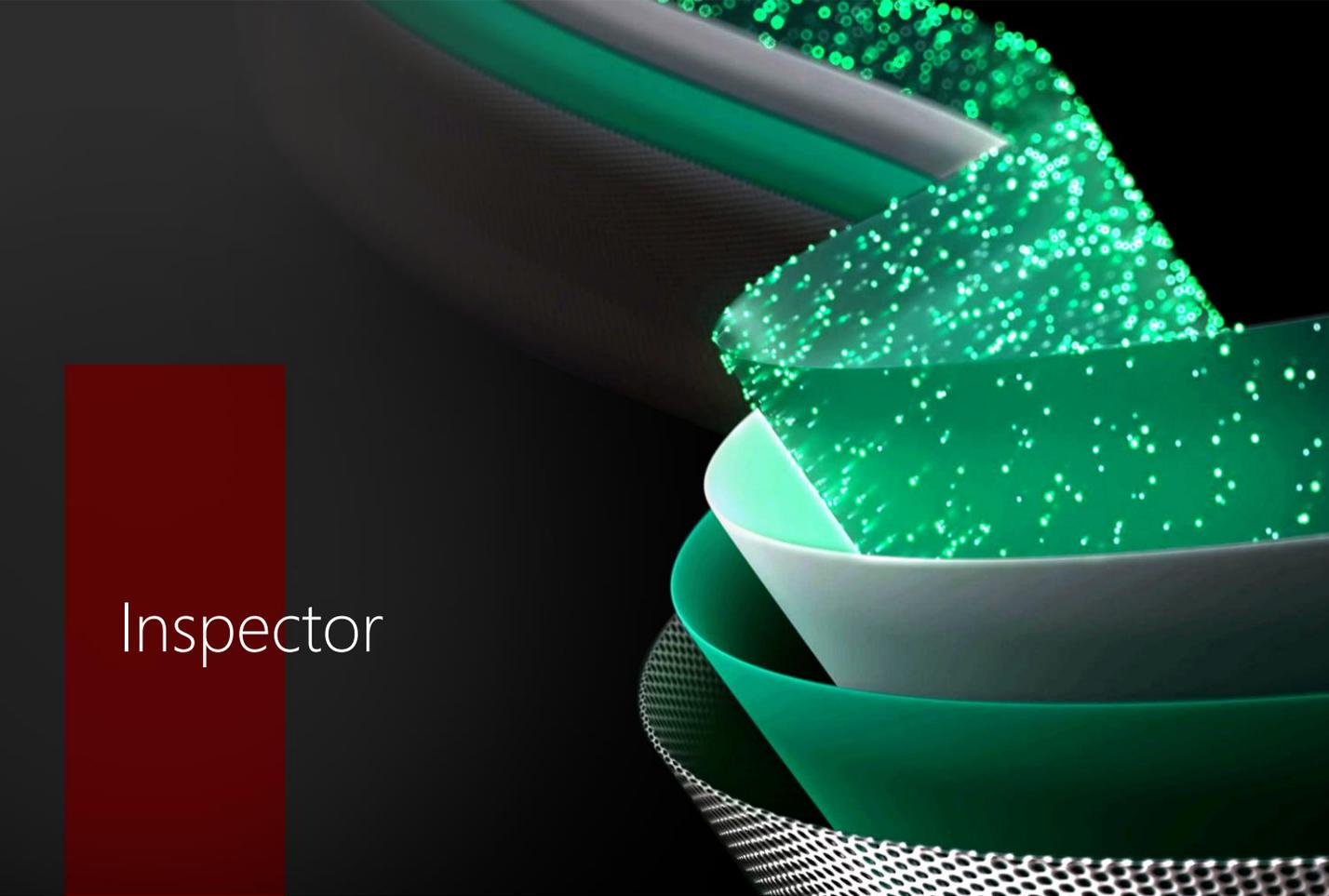
Predict: Using Fabric data science, predict future state or outcome for a given case, parameters or user input.

Forecast: Future prediction and sophisticated time series forecasting models supported in Fabric data science help derive future forecasts and simulations. Sonata has co-developed demand forecasting model in Fabric that can be trained on customer specific data for product or resource demand forecasting. Prediction or forecast derived for the current case can be directly embedded in Dynamics 365 application to guide users with future state perspective.



Solution Example: Proactive device recommendation for hearing aid trials

A leader in hearing aid device manufacturing and sales, needed to optimize the device trial process at their outlets. Success of sales depended on the first 2 trials. Utilizing the user profile to recommend the most suitable device as patient information is entered into the business application significantly improved accuracy by over 50%, thereby boosting sales rates. By centrally capturing previous trials and sales data and using data science to derive patterns, dynamic predictions embedded within the business application facilitated real-time recommendations for new patients.



Inspector

Smarter BizApps platform & processes with telemetry and monitoring with Fabric

Add workflow monitoring & applications telemetry to Biz Apps platform for intelligent experience, proactive maintenance, observability and more. This brings profound impacts to people, processes and customer experiences on business applications platforms. Use Fabric real time streaming & analytics for live telemetry and application process monitoring/supervising the process workflow to add intelligence into every experience.

Range of applications in BizApps telemetry and monitoring

Workflow Monitoring: Monitoring application logs, transaction flows, and user actions within the application assists in overseeing crucial activities, facilitating necessary interventions, identifying bottlenecks, detecting deviations, and ensuring compliance with defined workflows.

For example, in a supply chain application, workflow monitoring using Fabric real-time analytics to monitor order processing, inventory validations, and delivery logistics.

Applications Telemetry: Fabric collects telemetry data from various sources within the Biz Apps ecosystem. Telemetry includes metrics, logs, and events related to user interactions, system behavior, and performance. By analyzing telemetry, organizations gain insights into application usage, errors, and resource utilization.

Observability and proactive maintenance: Fabric enhances observability by providing visibility into the entire system. Proactive maintenance involves identifying potential issues before they impact users. For instance, Fabric can detect performance degradation, resource spikes, or anomalies in real-time.

Customer Experience Analysis: Additional analytics can be built on platform and transaction telemetry such as identifying customer interactions, sentiment analysis, and personalized recommendations.

Business Use Case Examples

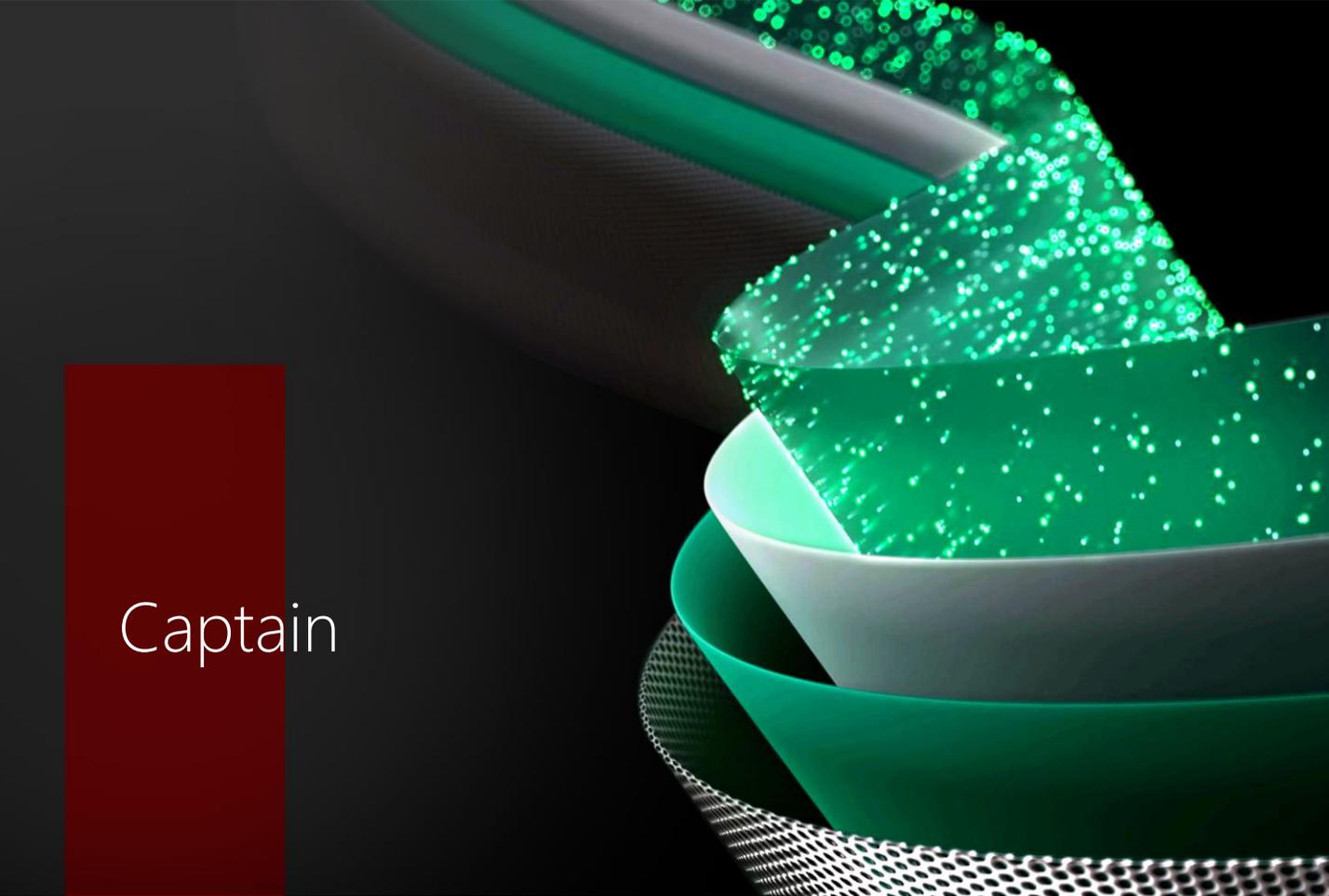
Financial transaction monitoring: Observing past patterns, location and user intelligence, real-time monitoring can help alert fraud transaction attempts.

Smart Planning of Retail Warehouse Inventory: Observing ecommerce search volumes, search trends and user behavior, existing orders, and inventory levels, supply chain actions can be prioritized in respective warehouse locations for better readiness. This will help maintain optimum distribution of goods across warehouses.

Seasonal application load balancing: Monitoring resource demand across segments, geographies and other slices of the business, proactive and reactive load balancing of resources across tenants and applications can be achieved for managing seasonal scalability challenges.

Solution Example: Telemetry reporting helped reduce incident resolution time by over 30%

A leading technology company supporting Dynamics 365 instance for a number of customers spent significant capacity for monitoring and operations of the platform. The team, tasked with 24x7 monitoring Dynamics 365 platform operations, analyzing and resolving incidents, and continually fine-tuning the platform to prevent potential performance issues, benefited greatly from log telemetry analytics. Log telemetry analytics offered timely insights into incidents, pre-incident activities, and process tracing, enhancing the team's debugging and issue resolution efficiency while reducing the effort needed for root cause analysis.



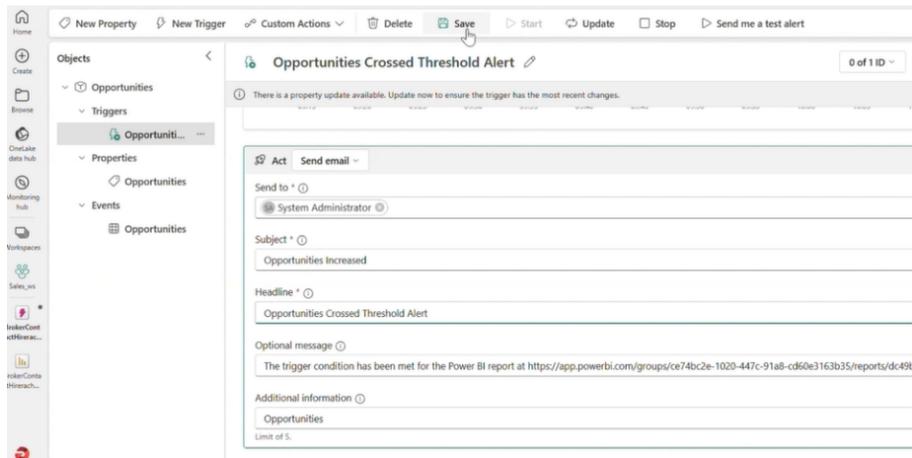
Captain

Intelligent Actions Engine with Fabric Data Activator for agile business operations

Effective collaboration across processes and personas is key to world-class customer experience and hence winning and retaining a customer base. Collaboration involves proactive communication, sharing relevant information, orchestrating relevant actions and sequences, feedback loops, reminders and more. Data and intelligence driven action systems can innovate task execution. Use Fabric's Data Activator to build a smart, real-time action engine.

Insights driven actions for better business impact

Organizations seek to optimize processes, enhance user experiences, and drive efficiency. An action engine can automate routine tasks, respond to events, and trigger relevant actions such as responding to a customer proactively or email to field staff for return order collection in an optimum sequence based on location and other customer order insights. Activities such as sending event based or scheduled reminder emails can be automated. Potentially most impactful actions can be prioritized for achieving the best ROI for the workforce investment.



Business Use Case examples:

Resource optimization: Automatically allocate resources (e.g., workforce, inventory) based on demand patterns and open needs. Optimize scheduling, reduce waste, and improve efficiency.

Customer experience enhancement: Detect user behavior patterns (e.g., abandoned carts, frequent visits). Trigger personalized follow-up actions (e.g., targeted offers, chatbot interactions).

How Microsoft Fabric helps

Real-time streaming in Fabric helps capture process signals from variety of applications in real-time.

Fabric Data Science provides artificial intelligence components to make scenario-based decisions, identify optimum paths, and potential outcome simulations to arrive at the best course of action.

Fabric Data Activator is a no-code solution within the Microsoft Fabric ecosystem. Using Data Activator, process administrators can set up event or conditions-based triggers (including the conditions derived from the data science model), send email or text messages to relevant personnel, and activate a Power Automate workflow in a business application to trigger another workflow. Overall, this helps avoid unattended or unmonitored process threads.

Solution Example: Marketing-led engagement for growing retirement co-living community provider

A not-for-profit company, providing large co-living community campuses for retirement/old age care, is transforming their operation from a sales-led to a marketing and branding-led process. For any inquiries, new contacts or potential opportunities, there are several marketing activities to be well-orchestrated from a central, CE system. Fabric Data Activator-based orchestration is being envisioned to provide an “actions orchestration” system in real time.



Lawyer

Fabric for statutory compliance monitoring and responsible data foundation for AI

As the business processes involve customer information, privacy and various internal and statutory compliance aspects, the ability to centrally monitor data for privacy and legal perspective is crucial, even outside the application boundary. Further, the importance of responsible data foundation is paramount for AI induced business applications. Fabric and Purview capabilities in data protection and monitoring help achieve these goals.

How Fabric helps with legal compliance

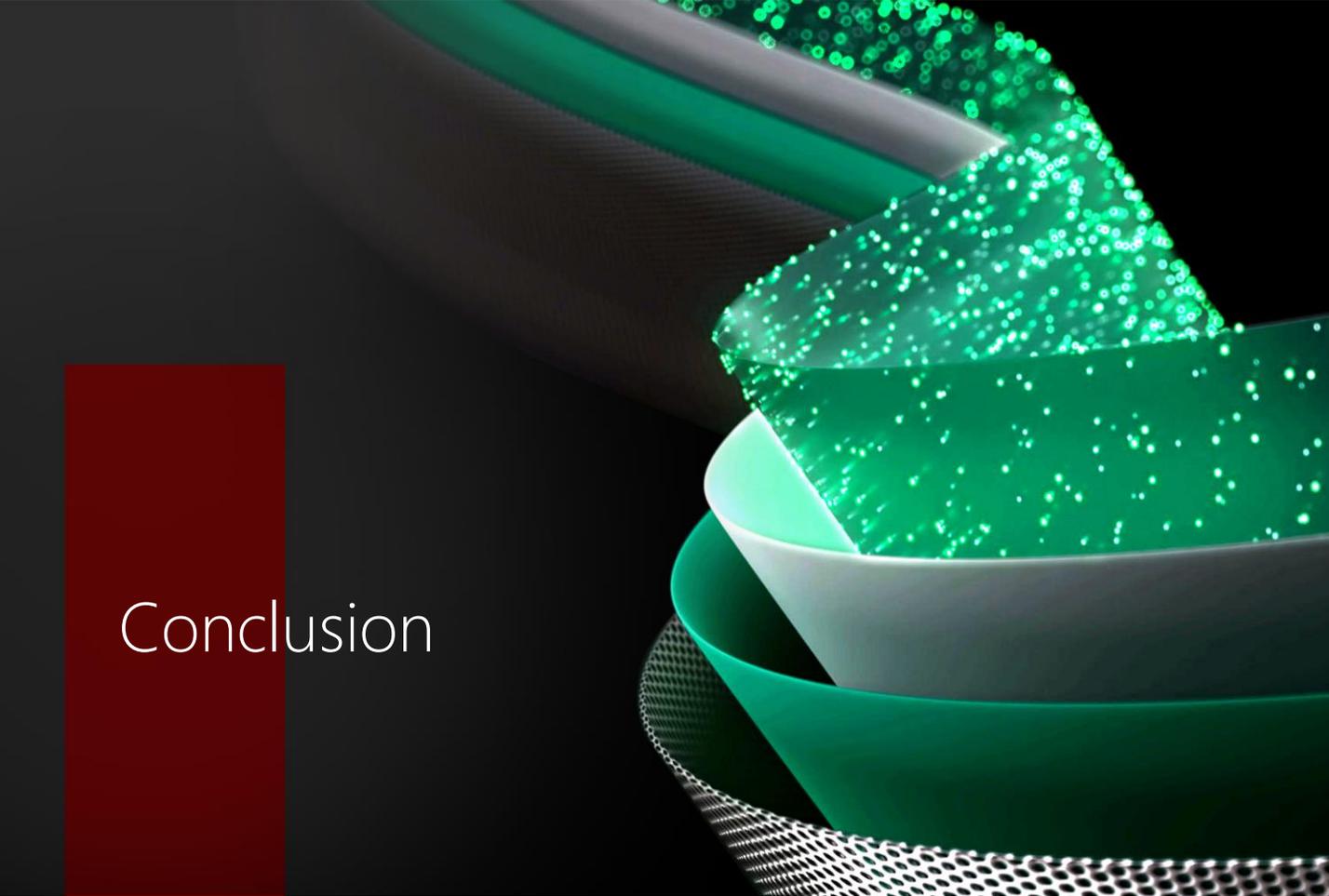
Data classification: Various customer information is essential for customer facing and even backend roles in delivering personalized customer experience. However, unclassified data increases the privacy risk. Data sensitivity labeling and classification in Fabric help set privacy expectations across the access points. Classification also helps to make AI applications treat the dataset appropriately.

Statutory compliance auditing and reporting: Fabric admin monitoring provides the ability to perform security and governance tasks such as audits and usage checks. This helps monitor and audit the access setup and usage of data artefacts across the organization to ensure compliance with privacy laws such as GDPR.

Platform compliance for customer trust: Using Microsoft Fabric as a data hub for all your business applications data provides an opportunity to centrally control and manage data related regulatory risks. Microsoft Fabric has HIPAA BAA, ISO/IEC 27017, ISO/IEC 27018, ISO/IEC 27001, and ISO/IEC 27701 compliance certifications. Using a compliant platform reduces risk, external audit efforts and increases customer confidence.

Solution Example: Content scanning for legal compliance in healthcare

A leading MedTech company is considering Fabric-based solution to connect structured and unstructured content such as documents and scan the integrated content for compliance such as GMP requirements. Fabric helps bring together all applications data centrally, correlate and connect them, and then use AI & language models to automate compliance related analysis and validations to help legal practice in compliance assurance and reporting.



Conclusion

Need for a well-integrated data platform for a business applications ecosystem is manifold and is increasing immensely in the era of AI. This whitepaper has illustrated the multifaceted roles Microsoft Fabric plays in enhancing and streamlining various aspects of business operations. From facilitating seamless transitions during system upgrades to providing real-time insights and predictive analytics, Fabric serves as a critical enabler for intelligent business process experiences.

The ten avatars of Microsoft Fabric—Navigator, Consolidator, Orchestrator, Housekeeper, Live Reporter, Coach, Foreteller, Inspector, Captain, and Lawyer—collectively demonstrate the platform's versatility and comprehensive capabilities. Each role highlights a unique aspect of how Fabric integrates with Dynamics 365 to solve specific business challenges, improve workflows, and optimize processes across different domains. Through these ten avatars, organizations can navigate their digital transformation journeys more effectively, leveraging the full potential of their business applications ecosystem. The practical use cases and solution examples presented in this whitepaper underscore the tangible benefits that organizations can achieve by leveraging Microsoft Fabric. Whether it is enhancing customer engagement through real-time data insights, streamlining supply chain operations with predictive analytics, or ensuring compliance with regulatory requirements, Fabric offers a scalable and flexible solution that addresses the diverse needs of modern enterprises.

In conclusion, Microsoft Fabric plays a pivotal advancement in the Dynamics 365 ecosystem, offering a comprehensive suite of tools and services that enhance the capabilities of business applications. Its integration not only facilitates smoother operations and better data management but also opens new avenues for innovation and growth.



ABOUT SONATA SOFTWARE

Sonata Software is a global IT solutions firm focused on catalysing business transformation initiatives of its clients through deep domain knowledge, technology expertise and customer commitment. The company delivers innovative solutions for Travel, Retail & Distribution and Software Product companies through IP based Platforms, Products and Services, that bring together new digital technologies such as Omni-channel commerce, Mobility, Analytics, Cloud and ERP, to drive enhanced customer engagement, operations efficiency and return on IT investments. A trusted long-term service provider to Fortune 500 companies across both the software product development and enterprise business segments, Sonata seeks to add differentiated value to leadership who want to make an impact on their businesses, with IT.