



CUSTOMER SPOTLIGHT

Lennar

Lennar, a Fortune 200 company, builds an Azure Data Warehouse that contributed to a \$92M increase in revenue, saved over \$650 in IT cost and improved client lead conversion by 17%



CHALLENGE

Lennar Corporation is a Fortune 200 company providing sales and construction of single-family homes. They were challenged with a lack of self-service for business users. Cognos was their reporting tool, which was cumbersome and required full-time, expensive IT support. The organization was also facing issues around their lack of data governance and poor data quality which was impacting corporate reporting. In addition, each division had a different definition for KPIs.

SOLUTION

3Cloud engaged with Lennar to develop a digital transformation roadmap including self-service implementation with Power BI, data management best practices within an enterprise data warehouse, and data governance and data quality utilizing an IaaS solution. 3Cloud implemented Power BI and transitioned Cognos reports while training their team to support users. We also implemented a data governance/data quality framework as well as migrated the client to an Enterprise Data Warehouse in Azure and extracted data into a data lake for data scientist exploration.

IMPACT

The impact on the organization was substantial. Power BI enabled business users to self-serve with a simple tool, saved \$350K in licensing costs and \$300K in IT support costs. In addition, a data quality working group was established, and a federated data governance plan was put in place across divisions. Most impactful was the implementation of Azure SQL DW and Power BI allowed Lennar to see a \$92M revenue increase in 2 years, reduced standing home inventory by 17%, and improved client lead conversion by 18%.



CLIENT PROFILE

- Industry: Professional Services/Real Estate
- Employees: 10,000+
- Annual Revenue: \$17B
- Innovation Focus: Data & Analytics

