# CLIENT SPOTLIGHT
# LARGE CREDIT UNION

## Azure Data Lake and Azure Synapse enable credit union on their digital transformation journey

### CHALLENGE

As one of the largest credit unions nationwide, catering to over 464,000 members globally, this client is committed to providing a diverse range of superior banking products and excellent customer service to empower members in achieving their financial objectives. They embarked on a strategic initiative by creating a lab environment within Azure aimed at developing innovative analytics tools for the company. While the lab proved instrumental in advancing technological knowledge in the cloud, the client encountered challenges related to data migration and the establishment of best practices for Azure Data Lake. Their objectives included evaluating the performance of existing data lake load processes, enhancing comprehension of Azure Data Lake security, identifying efficient data loading techniques and positioning Azure Data Lake as the foundational element for an upcoming phase of their analytics platform.

### SOLUTION

The credit union struggled with the best way to efficiently transfer data into Azure, optimizing its utilization and ensuring optimal performance. 3Cloud's Azure Data Lake Proof of Concept (POC) addressed these issues by migrating a representative data set to Azure Data Lake storage and evaluating data lake security features. Our team demonstrated the versatile role of Azure Data Lake within a broader data analytics platform. Throughout this process, we engaged in close collaboration with the client's team, promoting a deeper understanding of cloud architecture and data warehouse design while facilitating ongoing knowledge transfer.

SCROLL TO VIEW THE RESULTS

Our Azure Synapse POC further expanded upon the existing data lake architecture. Leveraging Synapse features, we analyzed data lake files and executed transformations, seamlessly moving data into a dedicated SQL Pool (formerly SQL Data Warehouse). Additionally, we provided valuable insights to the client's team on utilizing Bicep for resource deployments, ensuring repeatability and efficiency in their Azure environment.

## RESULTS

3Cloud's long-term and trustworthy partnership with the credit union has helped to assist in their introduction to Azure, guiding them through initial hurdles and showcasing the realm of possibilities. Our ongoing commitment involves aiding them in harnessing the potential of their machine learning models through application development, marking the next phase in their digital journey.

Our current work with the client over the past couple of years has been to engage with them for Data & Analytics projects including data catalog implementation, governance support and cloud model deployment. On the App Innovation front, we have developed a marketing portal, along with Power Apps development, all of which continues to empower the credit union on their digital transformation journey and to provide the best services for their customers.

## CLIENT PROFILE

Large credit union serving 400K+ members.
**Annual Revenue:** $560M
**Employees:** 2,000
**Innovation Focus:** Data & AI