

THE FOUNDATION IS THE WORK

In every case the win was not the model – it was getting the data right. Three real shapes of the same move. Clients anonymized.

A distressed-property underwriter

■ Profit

MESS	Seven data sources with no consistent joining key.
MOVE	An address-normalization pipeline feeding a bronze / silver / gold layer – the join was the project.
UNLOCKED	31% lower pricing-prediction error, and protected margin.

A 30+ location franchise

● Decision Velocity

MESS	Every location on its own database; one payment bundles five services.
MOVE	Explode every reservation into one row per service-day, tied to the right account code – then a Gold layer.
UNLOCKED	First unified view of the network; a question to an answer went from a week to a sentence.

A \$500M construction firm

■ ● Profit + Decision Velocity

MESS	25+ years and ~16TB trapped in SharePoint and file storage.
MOVE	Pull the data where it already lives, via Azure, into a unified backbone – no lakehouse needed to start.
UNLOCKED	Real-time project health and early cost-overflow signals – margin protection while scaling.

You do not always need a lakehouse. Right-size the foundation to the use case – and meet the data where it lives.