



G-Cloud 15

Lot 3 – Cloud Support Services (Additional Services)

Avanade Microsoft Azure Data Platform



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1. Service Overview

Avanade's Microsoft Azure Data Platform Services accelerate digital transformation by leveraging industry-leading expertise and a strong alliance with Microsoft. The service provides a comprehensive foundation for organizations to unlock value from their data, addressing challenges such as speed of implementation, adaptability to change, and scalability for large, diverse datasets. Avanade's approach covers the entire data journey—from ideation and discovery, architecture design, and proof of value, to MVP development, data migration, governance, and managed services. Clients benefit from tailored solutions, advanced Azure tooling (including Microsoft Fabric), and proven accelerators, ensuring rapid, cost-effective delivery and measurable business outcomes.

2. Service Scope & Constraints

This document describes Avanade's Azure Data Platform Services and should be read in conjunction with the associated G-Cloud 13 Services documentation, in particular Intelligent Automation Services, Data Science Services, Power BI Services, IOT & Digital Twin Services, and AI Transformation Studio. We use our industry-leading expertise to accelerate digital transformation and develop and deliver solutions in industry sectors across the globe.

Avanade was created by Accenture and Microsoft in 2000 to serve an untapped market for Microsoft-focused consulting services and to help customers realise the best results from their Microsoft technology.

Thanks to our unique heritage and strong alliance with Microsoft, we maintain a strong relationship with Microsoft's product team. This helps us better understand the Microsoft and partner technologies that make up the wider Modern Azure Data Platform providing an optimal foundation for our clients to drive value from their data.

Our services are designed to enable you on every step of your journey with data. Which services are most relevant to you will be dependent on where you are in your journey.

The following are the primary services that we offer in this space;

2.1. Ideation and Discovery

We work with the client team to determine how and where data can be leveraged to realise benefits for the organisation, their employees, partners and customers or citizens. The ideation process is highly interactive and consists of the following steps;

- A. **Collaborative discussion** between Avanade and the client organisation team of the primary pain points for the organisation
- B. **Identification of opportunities** to address those pain points using data, technology and data science, converting ideas to use-cases
- C. **Prioritisation** of the use-cases identified based on a value versus complexity analysis
- D. High-level **approach outline** for the priority cases showing data and technology requirements and a solution approach.

2.2. Data Platform Architecture / Foundation

Working closely with the organisational team for whom the solution is to be developed, we will map the Avanade Data Platform Reference Architecture to the bespoke needs of the use case.

The Avanade Data Platform Reference Architecture has been developed and refined based on experience gleaned from many projects and from the recent technical trends in cloud and big data technology. "Big Data" has been described as having three primary traits; that of Volume, Velocity and Variety. The architecture provides a solution for organisations to address these aspects across projects as part of an integrated strategic approach to data.

The primary goals of the platform are to address the following challenges:

- Speed of implementation
- Ability to support change
- To keep pace with technical advances where appropriate
- Store, process and present large volumes of data
- Manage all class structured, semi-structured and unstructured data
- To handle all types of latency within data flows from batch to real-time

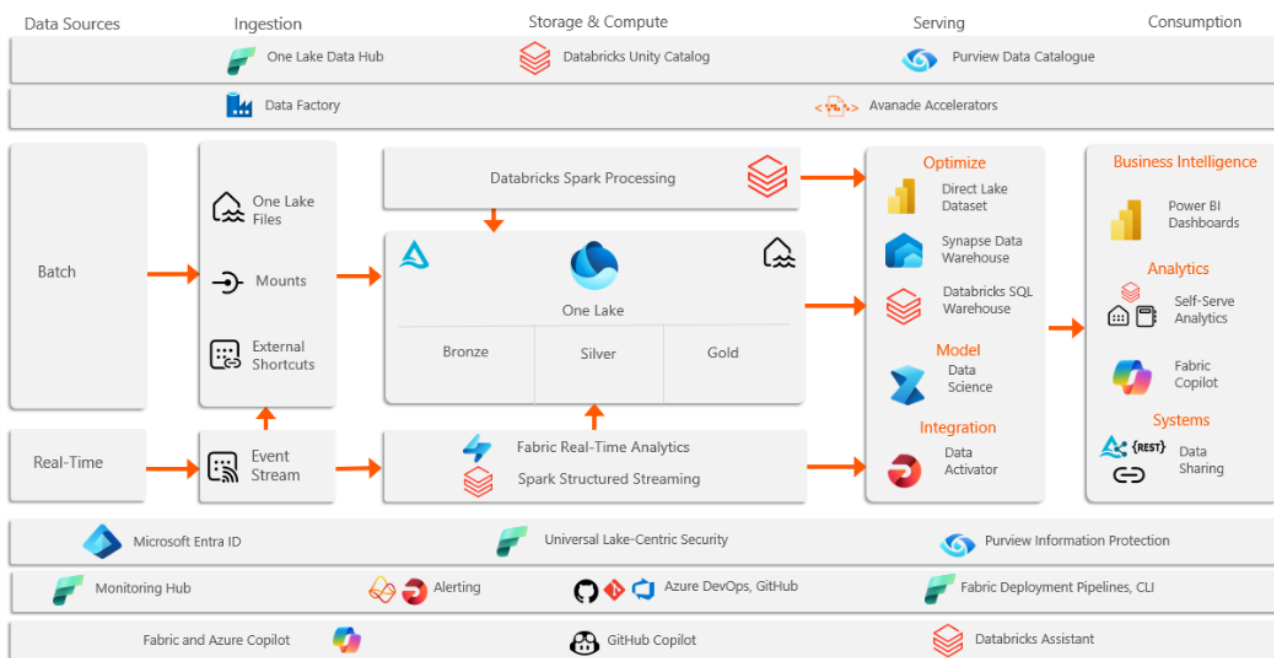


Figure 1

The above diagram is a high-level "blueprint" for the Avanade Azure Data Platform. It is predicated around the following key concepts:

- Provides a technical capability enabling both professional and citizen development.
- Central data lake to store, manage and curate large volumes of unstructured, semi-structured and structured data.
- Best in class tools to transform the data into multiple "views" that allow different schemas to be applied as data is moved into line-of-business oriented repositories.

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- d. Provides “paths” for both batch (slow) and real-time (hot) data with the goal of coalescing the data streams into a view that meets the latency and frequency needs of the business.
- e. Built using scalable Azure components to provide on-demand parallelised compute to scale to petabyte size datasets.
- f. Ensures running costs are kept to a minimum by automatically turning off services when not required.
- g. Modular, allowing additional components to be added only when required.

2.3. Proof of Value / PoC

The rapid development of a simple pilot or PoC for a data use case so that we may demonstrate the feasibility of the proposed solution and to demonstrate the organisation's stakeholders, to gain buy-in and grow confidence in the ability of data to address the challenge.

These projects are run under Agile methodology with the relevant Agile ceremonies. The following diagram outlines the typical sequence of engagement and steps.

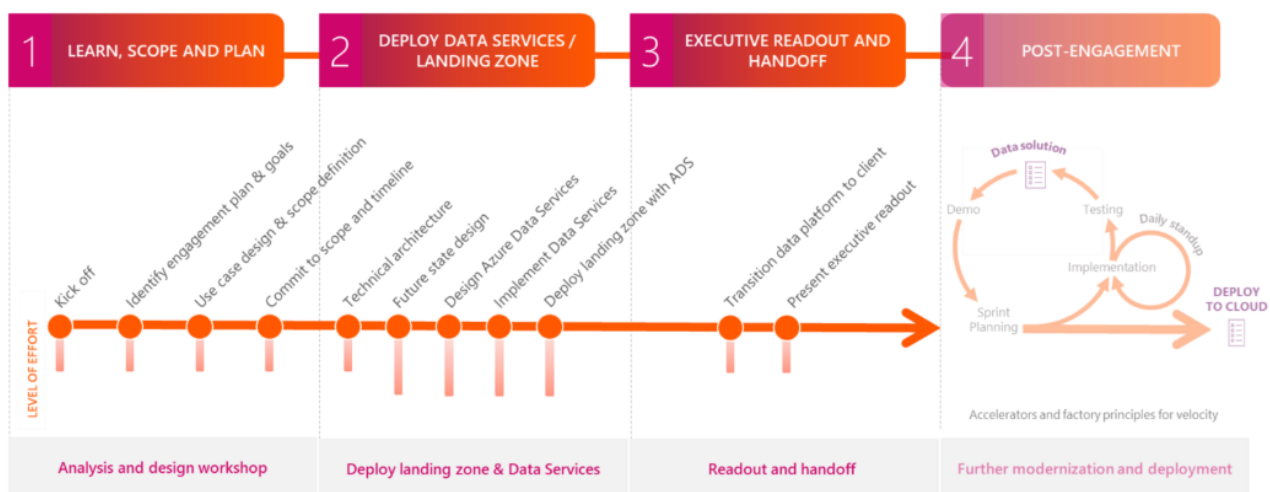


Figure 2

2.4. MVP Development

The development of a minimum viable product and deployment of that to an environment where it can be used by a group of end-users or be embedded in a business process. Typically, an MVP will require more software engineering and automation on top of development activities and, as such, contains a broader scope than found in the PoC or Pilot projects. This process also uses Agile methodology, and the role of the client product manager becomes more important.

- a. Solution Design, including user experience design, is a collaborative process working with the organisation's stakeholders to ensure the data product matches the needs of the users.
- b. DevOps best practices are followed to ensure, from a software engineering perspective, that the product can be iteratively developed by a multi-disciplined team, including data engineers, data scientists, and front-end developers.
- c. We follow an approach of “develop iteratively, release often” so that the users and stakeholders have the opportunity to feedback on features released each sprint, enabling the team to refine the solution based on that feedback.

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- d. For products which have a user interface, we follow a “user-centred design” approach keeping frequent collaborative contact with the relevant user representatives.
- e. Accelerators for pipeline development, deployment and any other components of the solution will be used by the delivery team where possible to accelerate the MVP development process.

2.5. Data Migration

The Avanade Azure Data Migration Factory is established to build, automate, and optimize data migration pathways to the Azure platform to create a differentiated set of offerings, jointly in the market with Microsoft, to enable clients to realize an approximate 30% reduction in effort and cost in migrating data at an accelerated speed.

The Migration Factory provides a proven set of migration pathways from legacy on-premises and cloud systems to Azure. Each pathway provides 3 architectural options;

- a. **Re-Host** – Virtualise and move the on-premises servers into Azure IaaS with minimal impact on the legacy system.
- b. **Re-Platform** – Move in-premise workloads to equivalent PaaS or cloud services within Azure. E.g. SQL Server to Azure SQL.
- c. **Re-Build** – Migrate the existing technology stack to a modern cloud-based equivalent.

Avanade combines a group of experienced migration engineers with a suite of in-house accelerators and partner tooling to provide an optimal approach to migrating and modernising legacy data systems to the Azure cloud.

The following diagram outlines the typical phases of a migration project.

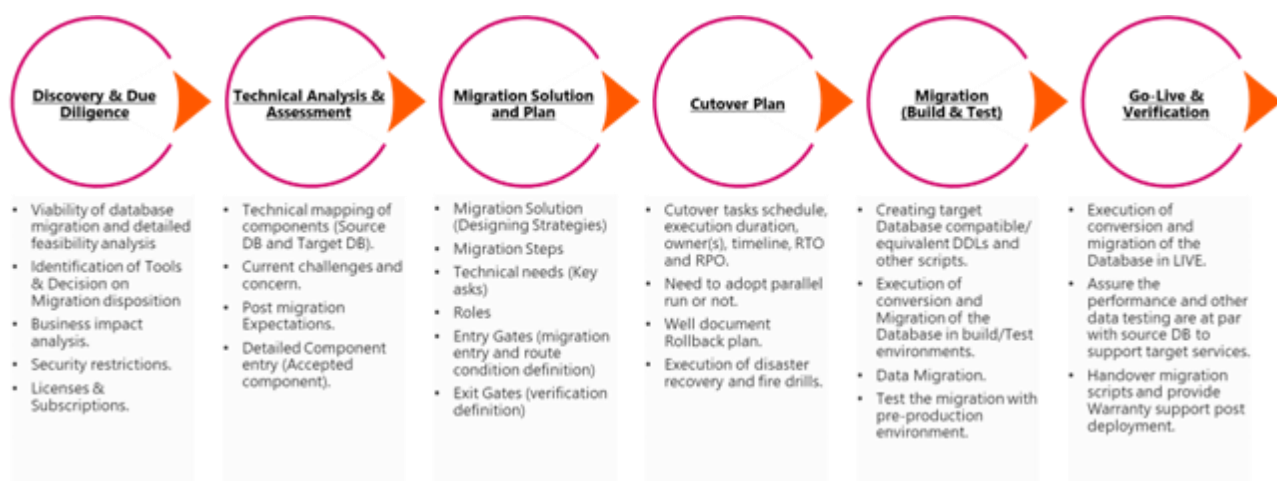


Figure 3

2.6. Data Governance & Master Data Management

Through the use of Microsoft Purview, Avanade can provide a unified data governance solution that helps you manage and govern your on-premises, multi-cloud, and software-as-a-service (SaaS) data.

Working closely with the organisational team, we will assist you in;

- a. **Building an op model** to ensure the right roles and governance structures are in place.

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- b. **Creating a holistic, up-to-date map** of your data landscape with automated data discovery, sensitive data classification, and end-to-end data lineage.
- c. Enabling data consumers to **find valuable, trustworthy data** to enable self-service within a secure, governed environment.
- d. **Implementing data classification rules and associated security policies** to ensure the safety and compliance of your data.
- e. **Providing a Master Data Management Strategy and the implementation** of leading tooling to manage your organisation's master data.

Avanade has a close partnership with the following leading MDM tool providers. We recommend these MDM toolsets due to their seamless integration with the Azure Data platform and Purview. Avanade work with the providers acting as the implementation partner to integrate the MDM tool into the wider platform.



2.7. Power Platform and Mixed Reality Visualisation

We are seeing increasing needs for our clients to extend their data understanding within the organisation through the power of visualisation. Avanade offers capabilities from within Power Platform, such as Power BI, through to extended reality in Augmented Reality, Virtual Reality and the Metaverse.

2.8. Collaborative Development / Training

Where organisations are interested in enhancing the skills within their own team, we can offer a collaboration-based training opportunity. The structure of this is through the creation of a joint team of Avanade and client team members to work together on a specific project for a period of time (recommended 10 weeks minimum).

- a. Technical training is focused on the Azure Data Platform Technology Stack. The approach works well for team members who already have knowledge of building data systems from previous work.
- b. Shadowing of Avanade resources and collaborative sharing of workload for development activities with multiple daily checkpoints.

Recommendations for additional training in areas relevant to the user-specific role, where gaps are identified, or the specific project on which the team is collaborating do not cover all elements recommended for that role type in the client organisation.

2.9. Data Platform Managed Services / RunOps

Avanade offers customers the option to avail themselves of our best shore model for management and operation of Azure-based data platforms and solutions developed by our project teams. This service can be delivered from multiple geographies depending on the needs of the customer. The service consists of:

- c. **Monitoring and Alerting** of the infrastructure, data pipelines, models and applications to ensure continuous operation within agreed SLAs.
- d. **Maintenance of the solutions**, including any patching required to ensure continued support and licencing as required.

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- e. **Tuning of the solutions** in order to ensure continued performance of the solution within target SLAs related to performance.
- f. **Application of fixes** required where any element of the solution stops working under operational use under the conditions of use agreed in the service agreement.
- g. **Data Stewardship** is the management and oversight of the data within the platform. Maintaining the Data Catalogue, meta data and data classifications.
- h. **Data Access Management** to provide the end-user with access to the data they need while remaining within the organisation's security and GDPR policies

3. Service Approach & Outcomes

3.1. DevOps

We typically use the Agile methodology in the delivery of our projects and follow DevOps best practices from a software engineering perspective.

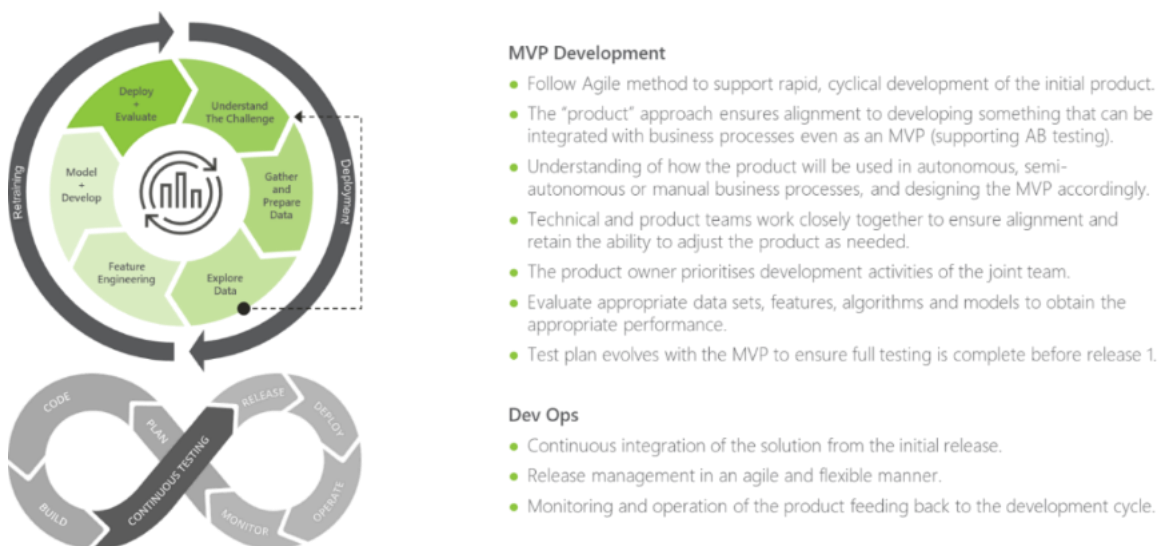


Figure 4

3.2. Avanade Experience

Avanade has become one of the world’s largest business technology firms specialising in Microsoft products. With tested solutions that extend Microsoft products, they help clients increase revenue, grow faster, reduce costs and invest in innovation.

Awards and analyst recognition –

- More than 60,000 Microsoft certifications and 18 (out of 18) Microsoft Gold competencies
- Avanade was awarded Microsoft Global SI Alliance Partner of the Year for the 20th Time– more than any other partner - and recognised with 17 other awards in 2025.

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- Proven history of delivering robust and high impact client business outcomes through AI-led solutions
- Up to 75% reduction in the human effort using digital assistants
- 80%+ accuracy in sales channel effectiveness
- 85% increase in employee satisfaction
- Close Relationship to MSFT engineering, product teams and Accenture AI solutions, identified as Thought Leaders in the Digital Twin space
- Avanade have a strong partnership with Databricks
- Avanade received the Global Partner of the Year award 2023, for the third consecutive year.
- 1000 + experience Databricks Engineers
- 30+ Databricks Technical Champions Programme participants
- Industry-specific Accelerators built in partnership with Microsoft and Accenture (ACE: AI-powered Customer Engagement, Project Century Digital Twin)
- Speed to value for Insight Discover Workshop: 3-6 weeks of insights

4. Tools, Assets & Accelerators

4.1. Azure Tooling

The following Azure services are utilized by the Avanade Data Platform Reference Architecture. Depending on the use case's requirements, a selection of the below will be implemented.

Microsoft Fabric: an all-in-one analytics solution for enterprises that covers everything from data movement to data science, Real-Time Analytics, and business intelligence. It offers a comprehensive suite of services, including data lake, data engineering, and data integration, all in one place.

Components of Fabric:

- **OneLake** – a single, unified, logical data lake for your whole organization.
- **Data Engineering** - a Spark platform, enabling data engineers to perform large scale data transformation and democratize data through the Lakehouse. Microsoft Fabric Spark's integration with Data Factory enables notebooks and spark jobs to be scheduled and orchestrated.
- **Data Factory** - combines the simplicity of Power Query with the scale and power of Azure Data Factory. You can use more than 200 native connectors to connect to data sources on-premises and in the cloud.
- **Data Science** - enables users to build, deploy, and operationalize machine learning models seamlessly within your Fabric experience. It integrates with Azure Machine Learning to provide built-in experiment tracking and model registry.

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- **Data Warehouse** - provides industry leading SQL performance and scale. It separates compute from storage, enabling independent scaling of both the components. Additionally, it natively stores data in the open Delta Lake format.
- **Real-Time Analytics** - Observational data, which is collected from various sources such as apps, IoT devices, human interactions, and so many more. It's currently the fastest growing data category. This data is often semi-structured in formats like JSON or Text. It comes in at high volume, with shifting schemas. These characteristics make it hard for traditional data warehousing platforms to work with. Real-Time Analytics is best in class engine for observational data analytics.

SQL Server: Relational database engine to provide an optimized serving layer for data. (Azure SQL Standard, Azure SQL Serverless, Azure SQL Hyperscale, Azure SQL Managed Instance, SQL Server on Azure Virtual machines).

Azure Databricks – A fully managed, fast, easy and collaborative Apache® Spark™ based analytics platform optimised for Azure.

Azure Data Factory: A data integration service to orchestrate and automate data movement and transformation.

Copilot: Is embedded into Azure Data Platform tools such as Microsoft Fabric, Power BI, Data Factory, and Data Science & Data Engineering workloads, enabling accelerated development.

Microsoft Purview: A unified data governance solution that maximises the business value of your data.

Azure Machine Learning: Open and elastic AI development spanning the cloud and the edge.

Azure Stream Analytics: Real-time data stream processing from millions of IoT devices.

Azure Analysis Services: Enterprise-grade analytics engine as a service, providing optimized in memory semantic models for consumption within Power BI reports.

Event Hubs: A hyper-scale telemetry ingestion service that collects, transforms and stores millions of events.

Azure Data Explorer: Fast and highly scalable data exploration service for analytics diagnostic data.

Azure Data Share: A simple and safe service for sharing big data with external organisations.

Azure Time Series Insights: End-to-end IoT analytics platform to monitor, analyse and visualise your industrial IoT data at scale.

Azure Cognitive Services: A selection of pre-trained data science models provided as a service covering speech, language, decision, and vision capabilities.

Azure Bot Services: A comprehensive development environment for designing and building enterprise-grade conversational AI.

IoT Hub, Event Hubs: Big data streaming platform and event ingestion services.

Azure Cosmos DB: A fully managed NoSQL database for modern app development.

Azure Data Lake Store / Storage: A secure cloud platform that provides scalable, cost-effective storage for big data analytics.

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Azure Functions / App Services: An event-driven, serverless compute platform that helps solve complex orchestration problems.

Azure Logic Apps: A cloud platform for automating workflows that integrate apps, data, services, and systems using little to no code.

Azure Service Fabric: A distributed systems platform that makes it easy to package, deploy, and manage scalable and reliable microservices.

Azure Kubernetes Services: AKS allows you to quickly deploy a production-ready Kubernetes cluster in Azure to host scale and reliable microservices.

Power BI (including Power BI Embedded): Unify data from many sources to create interactive, immersive dashboards and reports that provide actionable insights and drive business results.

Azure Service Bus: A fully managed enterprise message broker with message queues and publish-subscribe topics.

Security infrastructure, including key management (Key Vault) and data obfuscation where necessary .

Azure Monitor, Log Analytics, Application Insights: Monitoring and diagnostics tools.

Agentic AI and Custom Agents, Copilot Studio and Microsoft Agentic Framework can build custom agents that can orchestrate complex workflows, automate data migration, and manage governance tasks.

4.2. Partner Tooling

Avanade have a number of strong alliance partnerships with technology providers:

Profisee Master Data Management: A leading MD provider with strong integration with Azure and Purview

Semarchy xDM: An Intelligent Data Hub platform for Master Data Management (MDM), Reference Data Management (RDM), Application Data Management (ADM), Data Quality, and Data Governance.

Amperity CDP: A leading customer data platform, providing identity resolution, customer profile management, and customer intelligence and activation.

4.3. Avanade Accelerators

Avanade has developed an extensive set of accelerators and common patterns to lower the cost of development and provide a consistent delivery approach. The following is the highlighted list:

Architecture Blueprints: Standardised architectural blueprints for data projects incorporating the best design principles.

Infrastructure as Code: Terraform and Bicep based deployment of architectural blueprints to accelerate the process of getting from PoV or MVP to production.

Meta Data Driven Processing Framework: Our metadata framework accelerates the development of ELT (Extract Load Transform) pipelines from data sources to Serving layers such as Synapse SQL Pools.

- Accelerated development (approx. 60% of reduced development & testing effort)

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- Consistency in development practices
- Separation of metadata and computation engine means that if in future a newer technology is available, the execution engine can be re-written using the same metadata.
- Modular allowing easy extensibility.
-

Data Migration Factory: A factory delivery model to provide faster access to data on the cloud with a lower cost to serve.

- A proven set of migration pathways from legacy data systems to Azure, including:
 - Teradata to Azure
 - Netezza to Azure
 - Hadoop to Azure (Cloudera, Hortonworks, AWS EMR)
 - SQL Server to Azure
 - Oracle to Azure
 - Snowflake to Azure
 - Informatica on Azure
 - SAP to Azure
 - Custom Pathways
- A set of migration guides, templates and tooling
- Dedicated experienced best shore delivery pods to provide consistent quality delivery
- Strong alliance partnerships with migration tooling providers.

Data Science Productionising Framework: Provides data scientists with an approach for productionising algorithms quickly and efficiently with minimal support/intervention from IT.

Solution Accelerators: Specific accelerators for solutions such as price optimisation, demand forecasting, recommender engines, predictive maintenance, fraud detection, document processing, NLP and search.

FinOps Cost Control Monitoring Strategy Framework: A clear strategy for managing Azure costs that balance technology refresh, procurement strategy, environment planning, cost management reporting, and alerts.

5. Trials & Associated Services

Avanade provides a comprehensive suite of trial and introductory services to help clients quickly evaluate, validate, and realize the benefits of the Microsoft Azure Data Platform. These services are designed to minimize risk and maximize value during the early stages of engagement:

Proof of Concept (PoC):

- Rapid development of PoC and pilot projects for targeted Azure Data Platform use cases.
- PoCs are structured to demonstrate technical feasibility, secure stakeholder buy-in, and build confidence in Azure-based data solutions.
- Delivered using Agile methodology, PoCs include collaborative workshops, analysis, and design sessions.

Discovery Phases & Workshops:

- Insight Discovery Workshops define engagement scope, clarify challenges, and establish architectural approaches and roadmaps.

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- Prioritization workshops help identify and quantify use cases that deliver the greatest value, supporting project selection and planning.

Collaborative Development/Training:

- Joint teams of Avanade and client personnel work together on specific Azure Data Platform projects.
- This enables clients to experience Avanade's delivery approach and build internal skills for platform adoption and development.

Hero Offers:

- Structured, short, focused engagements (often 4–6 weeks) to demonstrate tangible business outcomes early. These are scoped to provide clarity and defined outcomes for a fixed fee.

These trial services are designed to accelerate client understanding, reduce implementation risk, and deliver measurable value from Azure Data Platform investments.

6. Customer Responsibilities

- **Provision of Resources:** Customers are expected to provide necessary resources, such as access to systems, data, and relevant personnel, to enable Avanade to deliver the service effectively.
- **Collaboration and Engagement:** Active participation in collaborative workshops, ideation sessions, and ongoing feedback cycles is crucial. This includes engaging with Avanade during discovery, architecture design, and MVP development phases.
- **Governance and Roles:** We'll work with you to identify the most appropriate governance structures to ensure quick decision making, issue resolution and to ensure appropriate quality and financial controls
- **Training and Skill Development:** Where collaborative development or training is part of the engagement, customers should allocate team members to participate in joint development and training activities.
- **Operational Support:** For managed services, customers may need to support monitoring, maintenance, and data stewardship activities, ensuring that operational dependencies and SLAs are met.
- **Timely Decision-Making:** Customers are expected to provide timely decisions and approvals, especially during agile development cycles and migration projects, to avoid delays.
- **Compliance and Security:** Customers must ensure compliance with internal policies and regulatory requirements, particularly regarding data access, security, and GDPR.

7. Avanade Experience

National Highways

Avanade partnered with National Highways to implement a new data platform powered by Microsoft Azure and Databricks, enhanced by Power BI. This enabled project teams to access real-time performance metrics, consolidate data from multiple sources, and deliver infrastructure projects ahead of schedule and on budget. The solution now supports 77 live projects and has transformed resource planning and construction activities for the agency

Other Experience:

1. Hospitality Sector – Dynamic Pricing & Data Platform Modernization

- **Industry:** Hospitality
- **Challenge:** Transition from fixed to dynamic pricing for a large hotel chain, replacing a legacy system that was slow and unscalable.
- **Solution:** Multi-year digital transformation strategy, building a cloud-based data platform for enterprise pricing, real-time rules engine, and GDPR-compliant customer state management.
- **Outcomes:** Enabled rapid repricing across hundreds of hotels, full auditing, advanced analytics dashboards, and significant operational cost savings.

2. Professional Services – Digital Services Framework

- **Industry:** Professional Services
- **Challenge:** Siloed data and inconsistent technology increased costs and complexity.
- **Solution:** Cloud-based Data Warehouse as part of a shared services suite, enabling secure, scalable, and reusable data and BI platforms across business units.
- **Outcomes:** Faster implementation, cost-effective operations, and simplified integration for large-scale data sharing and analytics.
-

3. Energy Sector – Digital Platform for Data Maturity

- **Industry:** Energy
- **Challenge:** Disparate, ungoverned datasets blocked digital innovation.
- **Solution:** Modern data platform ecosystem with curated data products, governance by design, and self-service access.
- **Outcomes:** Rapid onboarding of use cases, data democratization, and support for digital twin development.

4. Financial Regulation – Databricks Data Platform

- **Industry:** Financial Regulation

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- **Challenge:** Need to collect, validate, and process massive, complex datasets.
- **Solution:** Migration to a cloud-based analytics platform, centralized access control, business rule engine, and end-to-end big data services.
- **Outcomes:** Improved efficiency, reduced IT costs, and easy access to analytics for partners and regulators.

5. Banking – Strategic Transformation with Azure Data Platform

- **Industry:** Banking
- **Challenge:** Transition from legacy environments to a scalable cloud data platform.
- **Solution:** Technical roadmap and new platform centered on modern analytics tools for resilient, scalable data processing.
- **Outcomes:** Empowered business units with self-service analytics and streamlined development.

6. Construction – Global Data Platform

- **Industry:** Construction
- **Challenge:** Scaling proof-of-concept to global reporting and self-service analytics.
- **Solution:** Designed a flexible data platform using cloud-based analytics and data warehousing, with phased transition to next-generation tools.
- **Outcomes:** Global reporting, self-service analytics, and future-ready architecture.

7. Consumer Goods – Data Mesh Platform Migration

- **Industry:** Consumer Goods
- **Challenge:** Need for mature data management and governance.
- **Solution:** Migration to a new data mesh platform, embedding formal processes for data governance.
- **Outcomes:** Enhanced digital and hybrid experiences, improved customer service, and rapid adoption of new data capabilities.

Further details of Avanade's experience, client references, and additional case studies are available and can be shared upon request to demonstrate our proven track record and the breadth of our expertise in delivering successful solutions for both sector-specific and cross-industry engagements.

8. Service Pricing

Please refer to the associated Pricing Document relevant to this Service.

9. Contact Information

Sangeeta Pierce

Head of UK Health & Public Sector

Email: uk.hps.support@avanade.com

Tel: 020 7025 1000

10. About Avanade

Avanade, a joint venture between Accenture and Microsoft, is a privately held company was founded in 2000 with the goal of delivering innovative services and solutions to enterprises worldwide using the Microsoft platform. Avanade's main business focus is to purely deliver innovative services and solutions to enterprises worldwide on Microsoft technology. Avanade is a global organisation with over 56,000+ professionals worldwide, serving our clients in major geographic business areas in 26 countries.

This vast network of highly skilled resources is further complemented by our network of delivery centres that we refer to as Advanced Technology Centres (ATCs). This complementary capability provides the agility, cost efficiency and diversity of skills that today's businesses demand. This construct underpins the results we generate for our clients and forms the foundation for our long-term relationships with them.