#FABCONSQLCON2026

**FABCON** | **SQLCON**
Microsoft Fabric | Microsoft SQL
COMMUNITY CONFERENCE | COMMUNITY CONFERENCE

# Brewing Better Decisions for a Dunkin Donuts Franchisee with Microsoft Fabric

# Brewing Better Decisions with Microsoft Fabric

**Transforming Data & AI for 100 Dunkin' Locations** — A real transformation story from Bluemont Group

## 100 Locations
Across 7 U.S. states

## Hundreds of Users
Employees & managers relying on data daily

## One Opportunity
Turn fragmented ops data into real-time intelligence

# When Data Moves Slower Than the Business

Bluemont Group was operating 100 locations across 7 states — but their data infrastructure couldn't keep pace. The result: leadership was making decisions on information that was already days old.



## 🔒 Vendor-Controlled Data Warehouse

No ownership, no flexibility. Bluemont couldn't extend, customize, or access their own data on demand.

## ⚙️ Operational Bottlenecks

Disconnected systems, recurring Sage Intacct refresh failures, and a growing data backlog compounded daily.

## 📅 4-Day Reporting Delays

Reports generated Thursday through Sunday — leadership waiting days for insights that should have been instant.

## 📦 Untapped Historical Data

Years of valuable operational data existed but couldn't be queried, analyzed, or acted upon effectively.

# The Cost of Slow Data Across 100 Locations

The cumulative effect of disconnected systems and delayed reporting created real operational friction — not just a technical inconvenience, but a strategic liability affecting every level of the franchise.

## 4
### Days of Delay
Average wait time for weekly financial reports to reach leadership

## 100
### Locations Affected
Every store operating with incomplete or stale performance data

## 7
### States Impacted
Fragmented visibility across a multi-state franchise footprint

### Growing Frustration
Data reliability issues eroded trust in reporting — managers and leaders questioned numbers instead of acting on them.

### Slower Decision Making
Without timely data, decisions were reactive rather than proactive. The business was always catching up — never getting ahead.

# From Vendor Dependency to Data Ownership

At MURTEC, Bluemont leadership connected with Collectiv and discovered a fundamentally different approach to franchise data.

Instead of patching the existing vendor warehouse, the path forward was clear: build a fully owned, modern data platform on Microsoft Fabric.

## Faster Reporting
Same-day data availability replacing multi-day delays at every level of the org.

## Unified Data Platform
All financial and operational data flowing into a single, centralized architecture.

## Personalized Insights
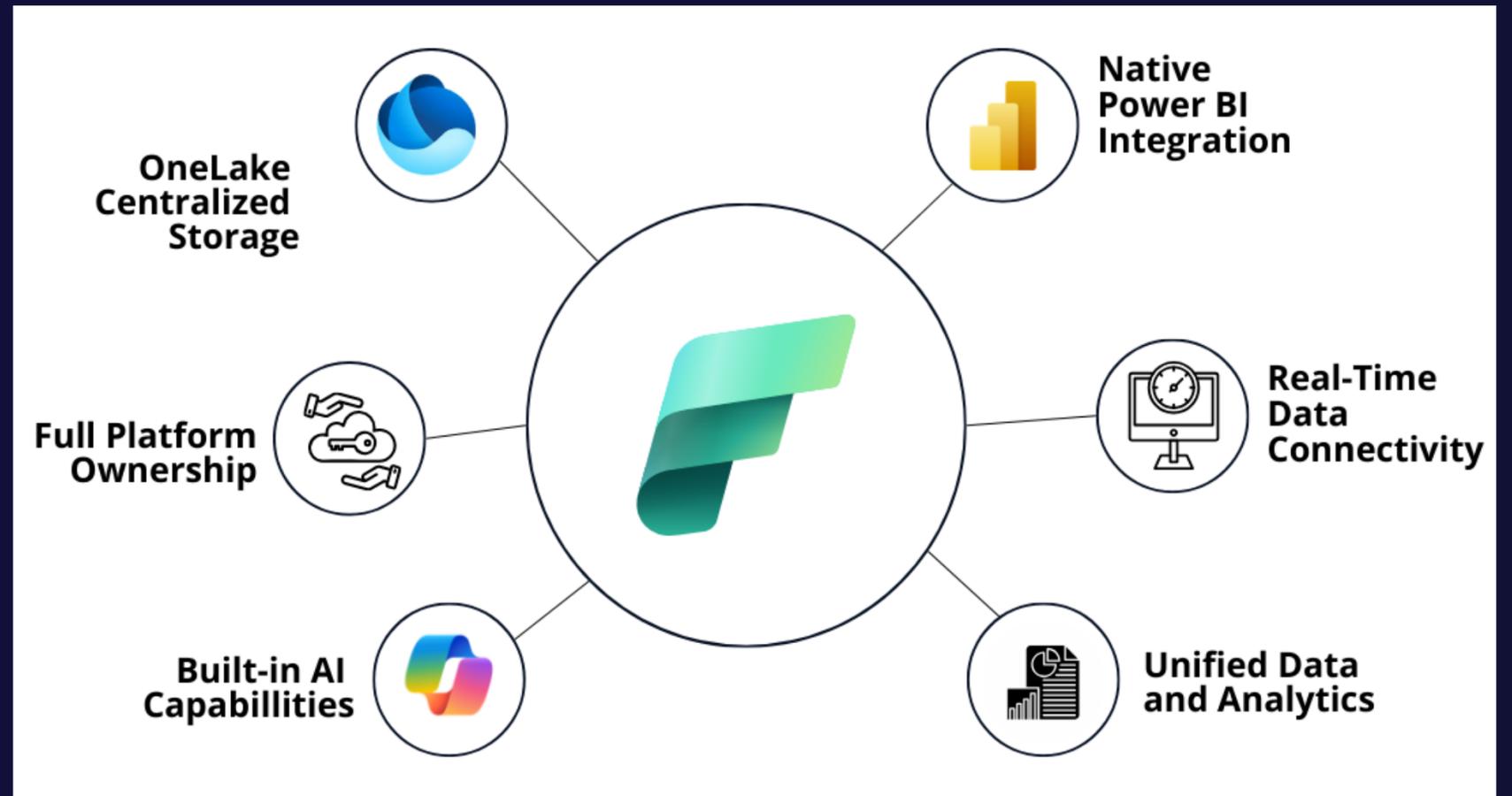Custom dashboards tailored to each individual location's performance metrics.

## AI-Ready Foundation
A scalable platform built to support advanced analytics and future AI capabilities.

# The Right Platform for Franchise-Scale Analytics

Microsoft Fabric wasn't chosen for its brand name — it was chosen because it solved Bluemont's specific problems: fragmented data, limited ownership, and the inability to scale analytics across a growing franchise footprint.



OneLake Centralized Storage

Native Power BI Integration

Full Platform Ownership

Real-Time Data Connectivity

Built-in AI Capabilities

Unified Data and Analytics

At the core of the architecture is OneLake — a single, unified data lake that eliminates silos and gives Bluemont complete ownership and control over every data asset across all 100 locations.

FABCON | SQLCON

JOIN THE CONVERSATION

# Building a Modern Data Platform, Step by Step

Microsoft Fabric wasn't chosen for its brand name, it was chosen because it solved Bluemont's specific problems:
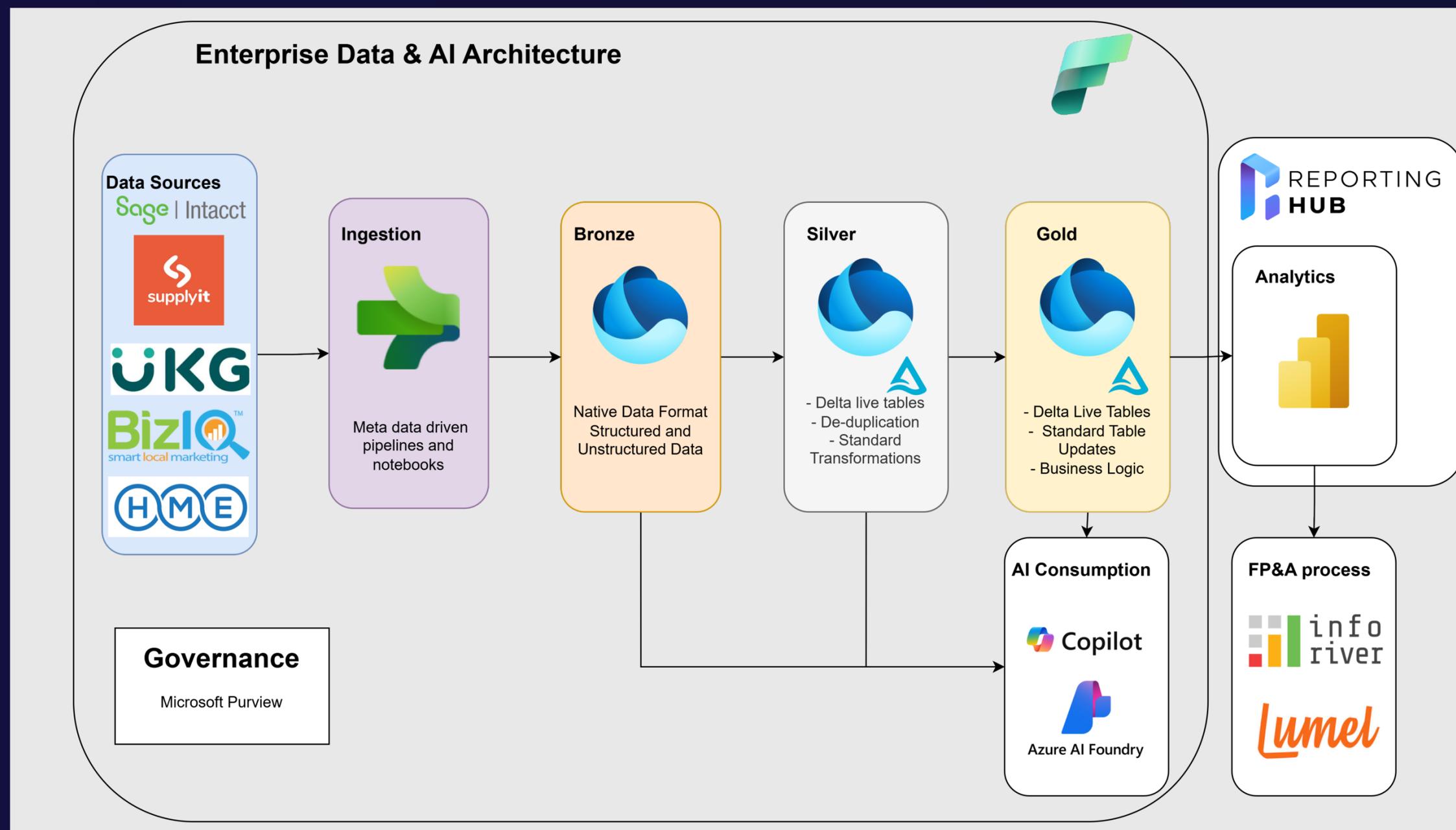
- fragmented data
- limited ownership
- the inability to scale analytics across a growing franchise footprint.

Foundation     Partnership     Enablement

Each phase was designed to deliver immediate value while laying the groundwork for long-term franchise intelligence — from raw data ingestion all the way to confident, self-service analytics.

"There was no point where I felt like our project was insignificant."
— Bluemont Group Leadership

# The Fabric Architecture Behind the Transformation



Enterprise Data & AI Architecture

**Data Sources**
Sage | Intacct
supply it
UKG
BizIQ smart local marketing
HME

**Ingestion**
Meta data driven pipelines and notebooks

**Bronze**
Native Data Format Structured and Unstructured Data

**Silver**
- Delta live tables
- De-duplication
- Standard Transformations

**Gold**
- Delta Live Tables
- Standard Table Updates
- Business Logic

**Governance**
Microsoft Purview

**AI Consumption**
Copilot
Azure AI Foundry

**REPORTING HUB**
Analytics

**FP&A process**
info river
Lumel

# Measuring the Transformation

The results weren't incremental, they were transformational. Bluemont moved from a reporting model measured in days to one measured in hours, giving every level of the franchise access to the data they need, when they need it.

## Before

• 4-day reporting delay (Thu–Sun cycle)

• Vendor-controlled data warehouse

• Disconnected financial and ops systems

• Limited historical data access

• Low confidence in data reliability

## After

• Same-day data refresh across all systems

• Fully owned Microsoft Fabric platform

• Unified Sage Intacct + store data pipeline

• Full trend visibility across years of data

• High-confidence, actionable reporting

# Hear It Directly From Bluemont

# collectiv™

## Scan to Get Started:
## Free POV



Start your Planning journey today.
Collectiv will guide your team through the process.