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More than what you think.

Fabric Featured Partner

Microsoft

Microsoft Solutions Partner

Data & AI

Azure

Specialist

Analytics

Migrate Enterprise Applications to Microsoft Azure

#FABCONSQLCON2026

FABCON | SQLCON

Microsoft Fabric COMMUNITY CONFERENCE | Microsoft SQL COMMUNITY CONFERENCE

ATLANTA MARCH 16 - 20, 2026

Enterprise-Grade Migration to Microsoft Fabric

Modernizing Lakehouses, Pipelines, Analytics & AI

Presenters: YASH Technologies | Vita Coco

Session Duration: 60 Minutes | Fabric Community Conference 2026

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Microsoft Fabric

YASH Technologies × Vita Coco

Session Agenda

Welcome & Speaker Introductions	*Vita Coco + Microsoft + YASH Technologies session overview*
Modernization Is a Platform Decision	
Vita Coco's Platform Evaluation Journey	
Fabric Architecture Deep Dive	
Vita Coco Modernization Story	
AI & Future Roadmap	
Q&A	

About YASH

About YASH:

As a Microsoft Fabric Featured Partner and Analytics on Microsoft Azure Specialization holder, YASH Technologies delivers proven outcomes with 30+ Fabric implementations and 100+ cloud data platforms deployed. Our accelerators and AI-powered Data Agents drive up to 90% governance automation, 70% growth in self-service analytics, and 60% improvements in data integration accuracy—helping enterprises become truly AI-ready, faster.

What We're Showcasing @ Booth 637

- **Data Readiness Assessment for AI**
  Rapid evaluation to identify gaps and define actionable steps to become AI-ready.
- **AI-Powered Data Agents**
  Automated ingestion, data quality checks, alerts, and workflows inside Microsoft Fabric.
- **Governance Accelerator for Fabric + Purview**
  Automated glossary creation, sensitivity labeling, and metadata ingestion for systems like QAD and Oracle Fusion.
- **Fabric Lakehouse Architecture Review (Complimentary)**
  Expert guidance on scalability, cost optimization, governance, and AI enablement.

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Apple Watch or AirPods

Visit
Booth 637,
engage with our demos,
and enter our quick raffle draw
for a chance to win
exciting prizes.

Meet Today's Speakers

Tyler Stemm

Manager, Data Engineering & Analytics
Vita Coco

Lalit Goyal

Director, Data & Analytics Services
YASH Technologies

Prashant Atri

Principal Architect
Microsoft

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Enterprise Modernization

≠ ETL rewrite

It's a complete rethink of how your organisation collects, governs, understands, and acts on data.

LAYER 1
Business Strategy

→

LAYER 2
Intelligent Execution

Enterprise Data Platform: Spectrum of actions

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01 Data Ingestion & Integration

Not just ETL batch jobs

- Real-time CDC & streaming pipelines
- SQL Mirroring / no-move replication
- Multi-source: SAP, CRM, files, APIs

02 Architecture & Storage

Not just a bigger data warehouse

- Medallion: Bronze → Silver → Gold
- Lakehouse + OneLake as single source of truth
- Compute/storage separation & versioning

03 Reporting & BI Modernization

Not just new dashboards

- Self-service Power BI + TM1/Cognos coexistence
- Direct Lake — no import, zero latency
- Governed semantic models for business users

04 Data Governance & Trust

Not a bolt-on compliance layer

- End-to-end lineage: source system to report
- Unified catalog via Microsoft Purview
- Row-level security & audit trails built-in

05 AI & Analytics Readiness

Not a future phase — built in from day one

- Governed Gold layer = Copilot-ready
- Fabric AI Skills, ML notebooks & forecasting
- Natural language querying in Power BI

06 Operational Resilience & DevOps

Not fragile, manual pipelines

- Self-healing pipelines with auto-retry logic
- Azure DevOps CI/CD & full Git versioning
- Centralised monitoring, SLA alerting & lineage

Understand before you build

Assess the landscape → Decide how to move → Validate before you commit

01 ASSESS
Know What You Have

- Map lineage & dependencies from source systems
- Build the Business impact heatmap — which workloads drive decisions vs. are orphaned
- Pain points quantified: runtime, failure rates, manual hours, latency
- Complexity score : data volume, transformation logic, criticality
- AI Readiness audit

02 DEFINE STRATEGY
Decide How to Move

- Apply the framework
- Define strategy from usage patterns & complexity
- Platform selection driven by need, data and pain points, not preference
- Prioritised migration wave plan generated with effort estimates
- TCO modelling + cost simulation

03 BUILD AN MVP
Prove It Before You Scale

- Pick the highest-value workload — prove a difficult case first
- Validate connectivity, Integration, gateway latency benchmarks
- Migrate one full pipeline end-to-end: Bronze → Silver → Gold + Reporting Layer
- Data reconciliation between old and new system
- Go / No-Go gate before full programme investment

Intelligent Execution Phases

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01 Sense & Understand

- AI auto-maps data lineage & dependencies
- Business impact heatmap from usage patterns
- Pain points quantified with benchmarks
- Complexity score per workload

02 Design & Architect

- Medallion architecture shaped from source schema
- CDC strategy by AI change-frequency analysis
- Security & governance blueprint generated
- IaC templates for Fabric workspaces

03 Build & Accelerate

- SSIS → Fabric notebook auto-translation
- SQL → PySpark conversion by Copilot
- CDC pipelines scaffolded from data frequency
- Self-documenting pipelines with AI lineage

04 Validate & Certify

- Test cases auto-generated from business rules
- Row & aggregate data reconciliation
- Anomaly detection before cutover
- Predictive cutover risk scoring

05 Deploy & Evolve

- Self-healing pipelines auto-retry on failure
- Copilot natural language analytics day one
- Continuous drift & quality monitoring
- AI-suggested optimisations from usage

Vita Coco: the Customer Perspective

The Vita Coco Company

As a Public Benefit Corporation and a Certified B Corp, Vita Coco strives to deliver high-quality hydration to our consumers, while giving back to the coconut farming communities where our product grows.

The Vita Coco Company

MARKET POSITION

#1
US Coconut Water Category Leader
>40% US market share

#1
UK Coconut Water Category Leader
>70% UK market share

$609M
Revenue (TTM)
+23% year-over-year

$1.7B
Market Cap
NASDAQ: COCO

GLOBAL FOOTPRINT

Americas	Largest market · 80%+ of revenue · US & Canada
United Kingdom	Category leader · 70%+ market share · operational hub
Europe & Asia	France · Spain · Nordics · China · Singapore · Middle East

Competing in the ~$2B global coconut & plant waters category · Euromonitor

Founded 2004 · NYC · HQ: New York City · Offices: London & Singapore

Vita Coco data: NASDAQ filings · Euromonitor · IRI Custom Research · Session context: YASH Technologies · Fabric Community Conference 2026

The Data Modernization Imperative

Legacy Architecture

Sources

SAP ECC hosted on **AWS EC2**, Retailer & Distributor Sales, Transportation data & more

Tech Stack

SQL Server, SSIS, TM1, Power BI

Pain Points

Performance Bottlenecks

Full-scan SSIS pipelines taking 3+ hours daily, blocking timely business decisions

No Incremental Logic

Absence of reliable timestamps in SAP ECC forces complete table re-extractions

Rigid SSIS Packages

Tightly coupled on-premise ETL with no cloud scalability or parallel orchestration

Limited Self-Service Analytics

Heavy Excel + static Cognos reports; no modern dashboarding or ad-hoc exploration

On-Prem SQL DW Constraints

No elasticity, high maintenance burden, no separation of compute and storage

Historical Data Overhead

10 years of data (~2015+) scanned every run with no efficient partitioning strategy

Vita Coco's Platform Evaluation Journey

We evaluated three modern data platforms before choosing Microsoft Fabric

AWS Option

› Glue ETL + Redshift + S3

› Already on AWS EC2 (SAP ECC)

› Familiar infrastructure team

› High operational overhead

› Limited native BI integration

› TM1/Cognos connectivity

EVALUATED

Powerful — But Multi-Service Heavy
High ops overhead, weak native BI ecosystem

Databricks

› Delta Lake + Unity Catalog

› Best-in-class Spark processing

› Strong CDC & streaming support

› Premium licensing cost

› No native Power BI embedding

› Separate BI tooling required

EVALUATED

Strong Lakehouse Model with ML Depth
Cost & BI integration complexity

Microsoft Fabric ✓ SELECTED

› All-in-one SaaS analytics platform

› Native Power BI + TM1 support

› Fabric Pipelines replace SSIS

› SQL Mirroring for SAP ECC

› Unified governance & monitoring

› Medallion architecture built-in

SELECTED

Unified Data Operating Model
Best TCO, unified platform, existing M365 licensing

Microsoft Fabric – A Unified Analytics Platform

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- **OneLake** Multi-cloud
- Central Repository
- Open Data Format
- Cohesive environment
- **Governance and Admin Centralized**

Lake Centric

- Data Lifecycle Support
- Enterprise-wide centralized Analytics.
- Quality Communication with authenticity
- **Copilot a feather in the crown**

Integration

- Workload Integration
- AI Integration
- Built-In Connectors
- Azure Event-Hub Integration
- **Custom Integration Enablement**

End-to-end analytics

- Risk Mitigation simplified
- Cost of Support
- **Training & Knowledge transfer simplified**
- **Multilingual app support**

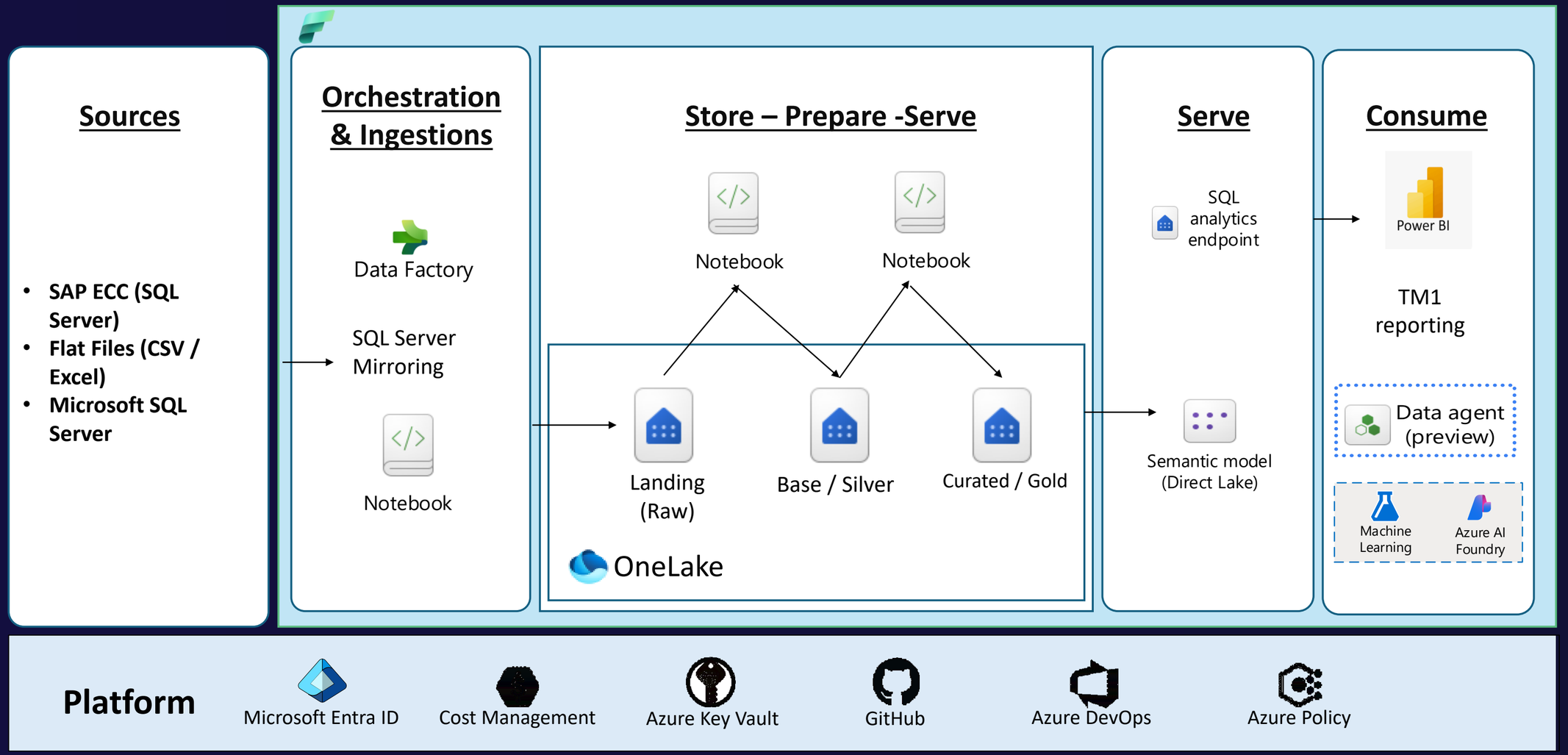
Deploy

- Simplified Go-Live readiness
- Centrally Controlled
- **Audit and Compliance simplified**

Support

Microsoft Fabric *aims to democratize data analytics by providing a unified and accessible platform that empowers organizations to unlock the full potential of their data. It does this by converging data engineering, data science, and business intelligence into one cohesive system, centered around a unified data lake.*

Fabric Architecture - Implemented



Outcomes – Before vs. After

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	BEFORE – Legacy SSIS Stack		AFTER – Microsoft Fabric
ETL Runtime	~3 hours (full scan)	→	< 30 min (incremental CDC)
Refresh Frequency	Once daily, manual trigger	→	3x per day, automated + on-demand
Incremental Load	None – full table scan every run	→	CDC + delta tracking via SQL Mirroring
Data Architecture	Flat SQL DW, no raw/refined split	→	Medallion: Bronze → Silver → Gold
Reporting Options	Excel & Cognos static reports only	→	TM1 + Cognos + Power BI self-service
Monitoring	No centralized lineage or alerting	→	Fabric monitoring + Azure Log Analytics
Scalability	On-prem SQL DW – fixed compute	→	Serverless Fabric Lakehouse + SQL DB
Deployment	Manual SSIS changes, no CI/CD	→	Azure DevOps CI/CD with Git integration

Key Challenges & How Fabric Solved Them

Challenge: Long ETL Runtime (~3 hrs)

Solution: Incremental CDC pipelines; runs every 2 hrs with faster execution

Challenge: No Incremental Logic (Full Table Scans)

Solution: CDC / last-modified logic via SQL Mirroring or delta tracking

Challenge: Rigid SSIS with Manual Triggers

Solution: Fabric Pipelines with flexible scheduling + event-trigger execution

Challenge: Manual Cleansing/Joining in SSIS

Solution: Modular PySpark + SQL notebooks — reusable, version-controlled logic

Challenge: No Raw/Refined Segmentation

Solution: Structured Medallion Architecture: Bronze → Silver → Gold

Challenge: On-Prem SQL DW Limitations

Solution: Scalable Fabric SQL DB + Lakehouse with serverless compute

Challenge: Limited Reporting (Excel & Cognos only)

Solution: Power BI introduced for modern analytics + TM1/Cognos continuity

Challenge: No Centralized Monitoring or Lineage

Solution: Full pipeline visibility via Fabric + Azure monitoring stack

Road Ahead..

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Azure
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Analytics
Migrate Enterprise Applications
to Microsoft Azure

An intelligent sales day · Agentic AI in action

AI Road Ahead · FY26

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MM

manages 80 retail stores. Every morning, his AI agent plans the optimal day — before he finishes his coffee.

Market Manager

ATLANTA · 80 stores

8:00 AM — 1

AI Triage Agent runs

- Scans all 80 stores, flags voids & promos
- Scores stores: Value · Urgency · AI

8:15 AM — 2

Route built & brief sent

- Top 7 stores selected & drive route built
- SMS + email brief sent

8:30 AM — 3

MM reads the plan

- 7 stores, times & void/promo flags shown
- One tap to open route in maps

10:00 AM — 4

Store visit: Walmart

- Void confirmed, speaks to store manager
- Order placed & logged back to Fabric

11:15 AM — 5

Store visit: Target

- Promo display checked & restocked
- Store checked off, next auto-queued

Feedback Loop

- Rep checks off each store visited
- Outcomes logged back to Fabric
- *Model learns · every rep · every day*

»

Zero missed voids

Routes 40% more efficient

Model improves every day

BUILT ON:

Microsoft Fabric	Retailer Scan Data	Promo Calendar	Inventory Signals	Azure AI Foundry	Store Master
OneLake · Gold layer	Units · SKU · Store · Daily	Every store's promo week	Distributor + warehouse	ML · Route AI · Agent	Territory · Address · Map

Key Takeaways

What this session proves — and what to take back to your organisation

01 **Your data foundation IS the AI strategy — not a prerequisite to it**

02 **Migration / Modernization is not an ETL rewrite — it's six simultaneous changes**

03 **Architecture is foundational — Look on workload & Score them with the Triage Model**

04 **The Intelligence is real, possible, and buildable now**

05 **The POC gate is your most important governance decision**

VITA COCO
COCONUT JUICE
with Pulp
ORIGINAL
COCONUT JUICE DRINK
16.5 FL OZ (1.03 PT) 490 mL
VITA COCO
COCONUT JUICE
with Pulp
PIÑA COLADA

Sound off.
The mic is all yours.
Influence the product roadmap.

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Join the Fabric User Panel

Share your feedback directly with our Fabric product group and researchers.

https://aka.ms/JoinFabricUserPanel

Join the SQL User Panel

Influence our SQL roadmap and ensure it meets your real-life needs

https://aka.ms/JoinSQLUserPanel

How was the session?

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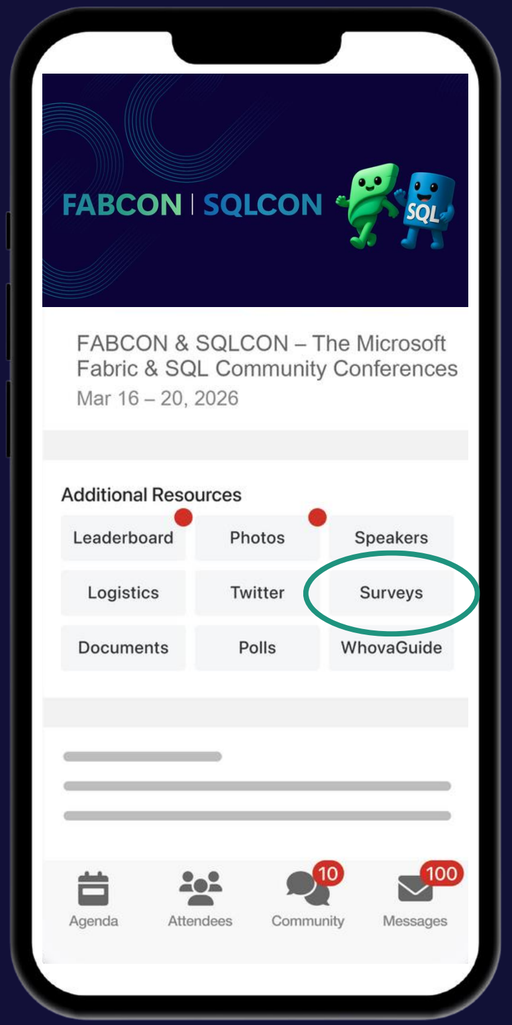

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Attendees can take the Fabric Analytics Engineer or Fabric Data Engineer exam for free. Be part of the 2 fastest growing role-based certifications in Microsoft history.

Request your voucher by March 31, 2026.

https://aka.ms/GetDataCertified

Sound off.
The mic is all yours.
Influence the product roadmap.

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Join the Fabric User Panel

Share your feedback directly with our Fabric product group and researchers.

https://aka.ms/JoinFabricUserPanel

Join the SQL User Panel

Influence our SQL roadmap and ensure it meets your real-life needs

https://aka.ms/JoinSQLUserPanel

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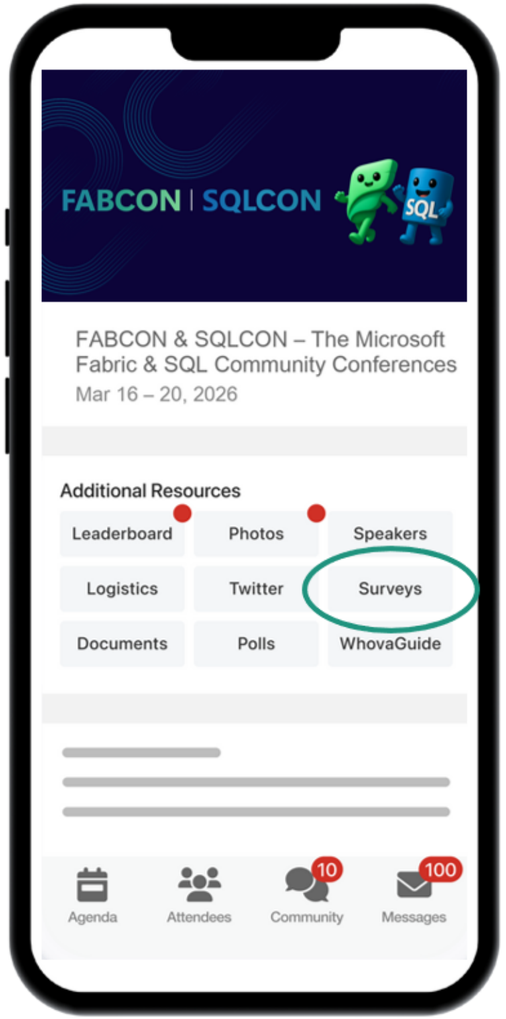

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