

**Digital Services**



# **How Cloud Data Platform enables critical data workload**

**Better tracking and business decisions for Paradigm**




**Business**

# Dealing with a massive amount of data





An incredible amount of data is being created every day. These data are valuable as they can be analysed for insights that lead to better tracking and business decisions. Therefore, implementing a modern data platform as an infrastructure to collect, store, analyse and create insights is a huge benefit for business efficiency. To design, create and implement their new cloud data platform, Paradigm could count on Orange Business to provide expertise and support.



Paradigm is the ICT partner, within the Brussels-Capital Region, that aims to assist the local, regional and community institutions with their digital transformation. The Centre supports an important number of public institutions and public services in a wide variety of industries such as in the police, environmental, cultural and education and helps them to maximise their efficiency by providing user-friendly innovative solutions for their internal and/or external stakeholders.

One of the Paradigm's recent missions was to support Viapass, a public organisation in charge of coordinating and controlling the Belgian' kilometre charge system for heavy good vehicles providing them with a solution to better capture and analyse big data. Every day, an important volume of approximately 35 million data is captured by trucks' On-Board Units from different Service Providers. One of their challenges was to manage the amount of data coming from different sources and to transform them into accurate data within a quality dataset. In addition, Viapass had to obtain insights directly from these data to optimise their control. With these challenges in mind, it was necessary for them to implement a first cloud platform to collect, store, and analyse their data in one single place.

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**An innovative scalable Data Platform on demand**

Viapass needed a big data platform to better perform their public mission of control and analysis but they did not know exactly which solution to choose based on their current technological landscape and data security and protection requirements. To address these challenges, Paradigm requested technical and architectural support from Orange Business as they had already demonstrated their expertise in providing Data platform as a service. With their expertise and multidisciplinary knowledge, the team of experts at Orange Business advised and supported the setup of this IoT use case, implementing a complete Snowflake environment hosted in Azure, with a datacentre located in Amsterdam, Netherlands, in less than 4 months.

# A top notch tailored solution

The project started with a 'Data Lab', a proven Orange Business approach to implement a use case in a short timeframe to demonstrate the added value using an agile methodology. This use case was the implementation of a Map Matching algorithm. The team gathered the combined data to have a final and accurate view of the road network' usage by heavy good vehicles. This solution was implemented on site through a project of 50 man-days.

The next step was implementing a data road map project to define the architecture for the big data platform. During this exercise, the business needs and target design state were determined, as well as the architecture design for the solution. The roadmap resulted in a selection of the Snowflake Cloud Data Platform running in the Azure environment ensuring that all data are hosted in Europe and GDPR compliant. Orange Business set up the Snowflake platform and is currently implementing the first use cases on the platform.

## Snowflake deployed in Azure Environment

Orange Business advised Viapass on the elaborated architecture and data strategy to fulfil their needs. As a result, multiple solutions have been implemented in the cloud to make the use case feasible: Azure Data Factory to gather the data, Snowflake solution to store and process the data, Databricks for the Data Science part and finally Python Custom to run the Map Matching application.





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The collaboration between Paradigm, Viapass and Orange Business has been successful. “Together, both teams implemented the foundations of a modern and scalable data platform in the cloud with a first running use case in only a few weeks,” commented Gabriel Willem, Solution Development & Architecture Operations Manager at Paradigm. “The implementation was done smoothly with the right expertise and adapted to our technical landscape.” Gabriel added.

### **Optimized Big Data capture and analysis**

Implementing a next generation big data platform generates real benefits for the organisation to execute their mission. It makes it easier to obtain accurate and insight driven data using one single and trustful source. In addition, it enables their ability to perform scalable advanced analytics such as vehicle itinerary analysis.

# Do you have any further questions?

Or if you would like to know more about how to improve retail customer relations on the basis of customer to harness the power of data with cloud data platform, do not hesitate to mail us your query.

## Digital Services

Digital Services is a business line within Orange Business, contributing to reliable and successful digital transformation for many organizations. Our joint mission is to help customers innovate and drive their business strategies in key digital domains, including Cloud, Customer Experience, Workspace, and Data & AI. We assist them on their digital journey by providing advisory, end-to-end solutions, managed services, and professional services to ensure our customers' success. We are digital natives, with innovation at the core of our business, which makes us a reliable partner close to our customers, leading them in their digital transformation challenges.

We support a wide range of industries in the private sector as well as the public sector. We have built a significant level of experience and understanding over the last 30 years in industries like Finance, Insurance, Life Sciences, Healthcare, Manufacturing, Travel & Transportation, Retail, and the Public Sector. As always with Orange Business, our customers trust us for delivering end-to-end, sovereign, and sustainable solutions to turn their Operational Experience, Employee Experience and Customer Experience into business value.

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