

Using Azure for Data Analytics

Using Microsoft technologies such as Azure Infrastructure, Azure Database and Azure Data Warehouse alongside PowerBI, Simpson Associates can provide a scalable solution to drive business value out of your data.

Data is the most important asset for any organisation. To optimise the value of data you need to know your data and develop a strategy to exploit it.

Building a modern data strategy encompasses a wide range of elements; structured line-of-business system data; web- and cloud-based data; unstructured data; device generated data (the IOT); together with the software and techniques to access, process, store, secure, organise and consume as meaningful business information.



“Simpsons and the Microsoft platform have proved to be ideal partners and have built a valued BI platform.”

Mark Taylor, IT Director,
Great Rail Journeys

Simpson Associates are a services consultancy who have been delivering new capabilities to organisations for over 25 years. As a Microsoft Gold Partner for Data Platform and Analytics and a Cloud Platform Partner, we help organisations across all sectors drive value from their data using the Microsoft data services.



Data Analytics and Reporting

Business Analysis and Reporting enables organisations to significantly improve their understanding of their business performance, enabling better informed decisions.



Data Warehousing & Data Lakes

Enterprise data warehouse and data lake solutions allow organisations to bring data together from disparate systems to provide valuable insights.



Cognitive Services & Machine Learning

Customers are now wanting to bring advanced intelligence into their solutions. With the power of cognitive services and machine learning we can now make this happen.