



A Leading Dealer Management System Achieves **25% Faster Customer Support with Azure Data & Power BI**

Learn how DataSmartz modernized the client's legacy reporting system and enabled real-time tracking, improved decision making, and better customer support.



About the Client

Our client is an all-in-one Dealer Management System (DMS) provider tailored for manufacturing, automotive, retail, pharmaceutical, and more. Their system is designed to streamline comprehensive dealer and operational workflows which help transform disjointed dealer operations into a streamlined, intelligent, and secure ecosystem.

The Need

The client's existing reporting system lacked flexibility, interactivity, and real-time capabilities. They needed a scalable solution to automate data extraction, streamline analytics, and provide interactive dashboards for better visibility and performance tracking.



Our Solution

We implemented a modern, end-to-end BI framework using Azure Data Platform to replace the legacy system and deliver real-time, actionable insights for the client.

Tech Stack



Automated Data Ingestion & Transformation



Integrated with third-party APIs using Azure Data Factory to ingest data, stage JSON in Data Lake, and transform it into structured formats using Mapping Data Flows and Synapse pipelines.

Interactive BI Dashboards in Power BI



Created a robust Power BI reporting layer with drill-through capabilities, KPIs, and live operational metrics—covering parcel tracking, SLA compliance, and customer feedback analysis.

Scalable & Secure Architecture



Built a scalable Azure data architecture with role-based access controls, automated hourly refresh cycles, monitoring via Azure Monitor, and secure dataset publishing in Microsoft Fabric.





Outcomes Achieved

- **Real-time operational** visibility into sales and service performance
- **25% reduction** in customer support response time
- Executives accessed **mobile-ready dashboards** for faster insights
- **Reusable architecture** ready for future data sources and APIs

Why DataSmartz

- Data-first organization focused on **actionable intelligence**
- **100+** data engineers, architects & analysts
- Expertise across **Azure, Snowflake, Power BI, Databricks** and many more
- Specialized in building **scalable data platforms & BI solutions**
- **AI-powered analytics** and intelligent automation

About DataSmartz

DataSmartz, our DNA, Turning Data into Intelligence, Period. We believe data is more than just numbers—it's the foundation of smarter business decisions. Our mission is to help businesses across North America unlock the full potential & power of their data using cutting-edge AI-powered data intelligence solutions. We deliver end-to-end solutions for data modernization, BI & analytics, data engineering, and cloud data platforms. As a Netsmartz group company, we bring over **25 years** of global delivery experience, certified talent, and deep cloud partnerships to help enterprises drive better decisions with data.

50+

**Happy
Clients**

100+

**Certified
Experts**

200+

**AI & BI Solutions
Delivered**

10+

**Global
Locations**



NORTH AMERICA
Rochester, NY, Vancouver,
Mississauga

EUROPE
Oslo

ASIA
Singapore, Dubai, Chandigarh,
Mohali, Noida, Gurugram,
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