

## Transforming Insights: How Unilever Ireland Modernised Data & Analytics with ProStrategy and Microsoft Azure



Unilever Ireland is the Irish division of Unilever, one of the world's leading consumer goods companies, known for its diverse portfolio of brands across food, home care, personal care, and beauty products.

Unilever Ireland has established a market leading position in the market with operations encompassing marketing, sales, and distribution, with a focus on sustainability, innovation, and meeting the evolving needs of Irish consumers.

As part of Unilever's global network, the Irish branch aligns closely with the company's overarching goals of reducing environmental impact and enhancing social value, while adapting strategies to the unique characteristics of the local market.

### Business Challenge:

Unilever Ireland faced the urgent need to modernise its data and reporting infrastructure to keep pace with evolving business demands.

Their legacy system - built on outdated architecture and on-premises infrastructure - had become inadequate for supporting the company's growing analytical and operational requirements.

To enable better decision-making, improve scalability, and ensure security, Unilever Ireland required a future-proof solution.

This new platform needed to meet the expectations of internal stakeholders and comply with strict corporate governance standards, including passing a comprehensive six-month ICAA Security Audit (ISA).

### Solution(s) Implemented:

ProStrategy successfully delivered a comprehensive, end-to-end digital transformation for Unilever, migrating them from a legacy system to a modern, cloud-based architecture powered by Microsoft Azure and Power BI.

The solution was tailored to meet both technical and business needs, ensuring a seamless transition and long-term scalability.

#### Key Services Delivered:

- Captured business requirements through in-depth stakeholder interviews
- Designed and built a robust technical architecture
- Provided full project management and participated in steering committees

## Key Services Delivered *Cont'd*:

- Replaced legacy infrastructure and software with modern cloud-based solutions
- Migrated data from on-premises servers to Azure Data Factory and Azure Storage
- Developed a scalable SQL database structure and integrated Power BI for advanced reporting
- Supported security audits in line with ICAA/ISA standards
- Ensured smooth integration across infrastructure components
- Conducted thorough User Acceptance Testing (UAT)
- Delivered a smooth deployment with comprehensive post-go-live support
- Established an ongoing support service for continued success
- **Power BI:** For reporting and data-driven decision-making.
- **Azure SQL & Data Factory:** For backend data processing and cloud-based data warehousing.

Microsoft Teams acts as the central hub and all communication and apps are accessed directly within Teams.

## Business Benefits:

The solution delivered by ProStrategy provided significant and measurable business value, with the project completed on time, within budget, and without compromising on quality or delivery milestones.

## Key Outcomes:

- Enhanced Business Insights: Power BI's dynamic reporting capabilities enabled faster, more agile decision-making across the organisation.
- Strong User Adoption: Comprehensive training and intuitive report design led to high engagement and minimal post-deployment support requirements.
- Scalable, Future-Proof Infrastructure: Migration to Microsoft Azure established a modern, secure data foundation built for future growth.
- Streamlined Data Integration & Visualisation: Consolidated and automated data flows improved efficiency and reporting accuracy.
- Improved Compliance & Security: The solution supported audit-readiness and compliance with ICAA/ISA standards, ensuring confidence in data integrity.

## Conclusion:

Unilever Ireland's partnership with ProStrategy marks a successful transformation from legacy systems to a modern, cloud-first analytics platform.

By aligning advanced Microsoft technologies with Unilever's business goals, the solution not only enhanced operational efficiency and reporting agility but also ensured compliance, scalability, and long-term value.

This project demonstrates the impact of strategic collaboration in delivering data-driven innovation that supports sustainable growth and informed decision-making.

*ProStrategy is renowned not only for their deep technical expertise and high-quality Azure and Power BI solutions but also for the dedication and skill of their team. From initial design through to end-user delivery, they implemented a highly effective and secure reporting platform that continues to evolve alongside our internal teams.*

*The smooth transition from on-premises infrastructure to Azure, seamless integration of multiple data sources, and the exceptional support provided at every stage - from early demonstrations to Go Live - have truly set a new standard for us. Their collaborative approach delivers tangible business value and has made working with them an outstanding experience.*

*- Mary Barrett, Project Lead, Unilever Ireland.*

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**Are you ready to modernise your operations and future proof your business?**

Contact ProStrategy today to explore how our expert team can help you transform & grow with Microsoft Dynamics 365 and unlock new levels of efficiency, insight, and growth.



To start your business transformation journey, contact ProStrategy at [getstarted@prostrategy.ie](mailto:getstarted@prostrategy.ie)