**Press Release  
15 November 2022**

**Blackbook.ai Has Earned the Analytics on Microsoft Azure Specialization**

**Brisbane, Australia** – **15 November 2022** – [Blackbook.ai](https://blackbook.ai/) today announced it has earned the Analytics on Microsoft Azure Specialization, a validation of a partner’s capability in planning and delivering tailored analytics solutions, following Microsoft and industry best practices.

The Analytics on Microsoft Azure Specialization can only be earned by partners that meet stringent criteria around customer success and staff skilling, as well as pass a third-party audit of their analytics planning and deployment practices.

More businesses recognize the value of effective data and analytics strategies but struggle to implement them. Partners with proven experience delivering customized Microsoft analytics solutions using Azure Synapse Analytics, Azure Data Lake, Azure Data Factory, and Azure Databricks are well-positioned to capture this market opportunity.

These partners can help customers better integrate endlessly scalable analytics platforms into their businesses to quickly capture insights from all their data across data warehouses and big data analytics systems.

Microsoft’s Azure Advanced Analytics Specialisation shows that Blackbook.ai has a proven repeatable process in which they can assess, guide, and architect cloud solutions for their customers for cloud analytics.

Through consultation, Blackbook.ai has assisted several clients to implement Microsoft Azure into their business to improve strategic goals. Notability, Blackbook.ai consulted an ASX200 company with over 350 locations globally with [Data Warehouse Modernisation](https://blackbook.ai/blog/data-warehouse-modernisation/) strategy, design, and delivery to integrate from on-premises to Microsoft Azure Cloud to assist the company to lower cost to scale. Through systematic database audits and discovery processes, Blackbook.ai was able to identify a clear solution to Azure Synapse for big data analytics and Azure SQL for high-speed reporting.

Together they are working to help customers transform their businesses, and delivering impactful, human-centered solutions to the market every day.

*“We are proud here at Blackbook.ai to be the only Queensland founded, owned and operated company to attain this specialisation and one of the few in Australia to do it.”* Thuy Lam, CEO at Blackbook.ai says.

Andrew Smith, General Manager, Partner Program Management at Microsoft added, *“The Analytics on Microsoft Azure Specialization highlights the partners who can be viewed as most capable when it comes to building transformative and secure analytics solutions on Azure. Blackbook.ai clearly demonstrated that they have both the skills and the experience to help our customers harness the power of insight and transform their businesses in a scalable, secure, and cost-effective way.”*

**About Blackbook.ai:**

[Blackbook.ai](https://blackbook.ai/) is an Australian company designing intelligent solutions that unlock the value of our clients' business.

As a Microsoft Solutions Partner for Data and AI we deliver the best solutions to our clients. Our strong partnerships with leading automation software, capture platforms and cloud providers, results in superior outcomes for our clients.

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