

CDAO **Malaysia**

Harnessing the Power of Modern Data Stack



AI Data
Driven
Insights



Vincent Low

Director & Co-Founder
Head of Business Development



Introduction

- 20+ years of experience across in data across Europe, Australia and Asia
- Led multiple data platform modernization projects across various industries
- Passionate about turning data strategy into measurable business outcomes

Fun Fact – Outside work, I'm an avid golfer /golf dad, and a data geek at heart.

At **Synogize**, we help businesses thrive in the age of AI + Data through Expert **Advisory**, Seamless **Implementation**, and Ongoing **Support**.



Our Numbers

20+

Years of Unmatched Expertise

1,000+

Projects Driving Transformation

20+

Years of Ecosystem Collaborations Built on Trust

50+

Experienced Consultants



Seyan Thurairajah

Senior Enterprise Account
Executive – ASEAN



Introduction

- Digital Transformation projects in Accenture
- Helping to see and understand Data at Tableau
- Last 4 years helping enterprises to breakdown data silos at Fivetran
- Helped over 50 to 60+ Digital transformation projects from large scale Enterprises to start up Digital Natives across ASEAN last 4 years

Fivetran is the
platform delivering
data readiness for over
10,000 companies.



CDAO **Malaysia**

Harnessing the Power of Modern Data Stack

Your Three Key Takeaways Today

①

What is the
Modern Data
Stack

②

What are the
common
Myths?

③

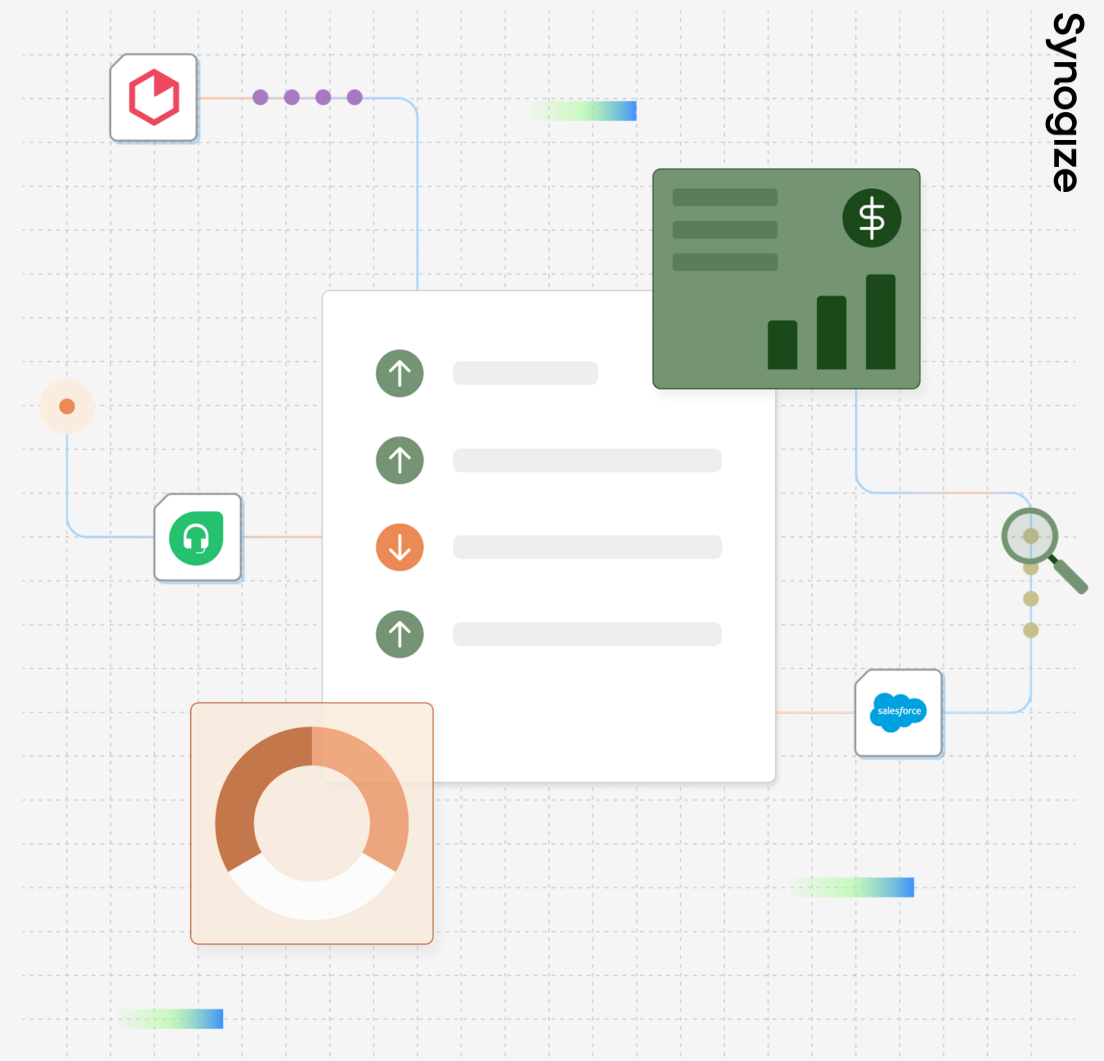
Your
Homework
today

Deep Dive:

The modern data stack.

Every department & individual wants to be data-driven, teams are using 100s of tools to do so.

The most important difference between a modern data stack and a legacy data stack is that the modern data stack is hosted in the **cloud**, requires **little technical configuration**, and **opens up the barrier to entry** for more users.



“

Mission of Modern Data Stack

**Anyone in the organization
can ask any data driven
question and get the answer
immediately.**

The Modern Data Stack:

Essential Features

Cloud-First

Legacy systems are inelastic & expensive to scale – cloud destinations enable higher volumes of data movement & compute at a lower cost.

ETL → ELT

With cloud-first technology growth, ETL evolved into ELT, enabling post-load transformations execution in the cloud destination.

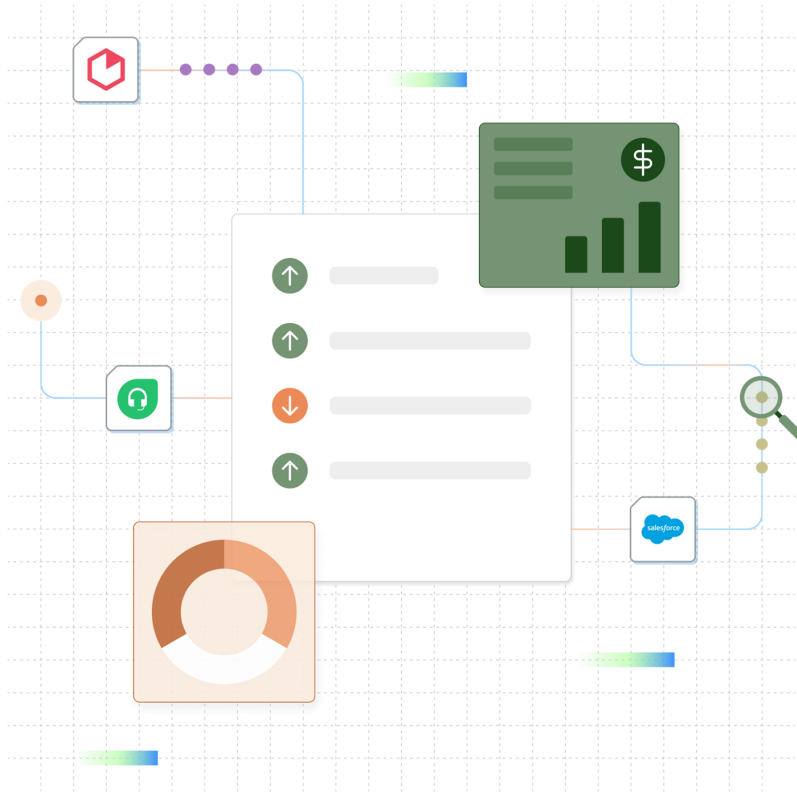


SQL-Based

SQL is inherent in the MDS for data modeling which allows data analysts to action earlier in the MDS, in transformations.

Fully Managed

Data as an automated service is the cornerstone of the MDS, instead of being created and maintained by you & your team.



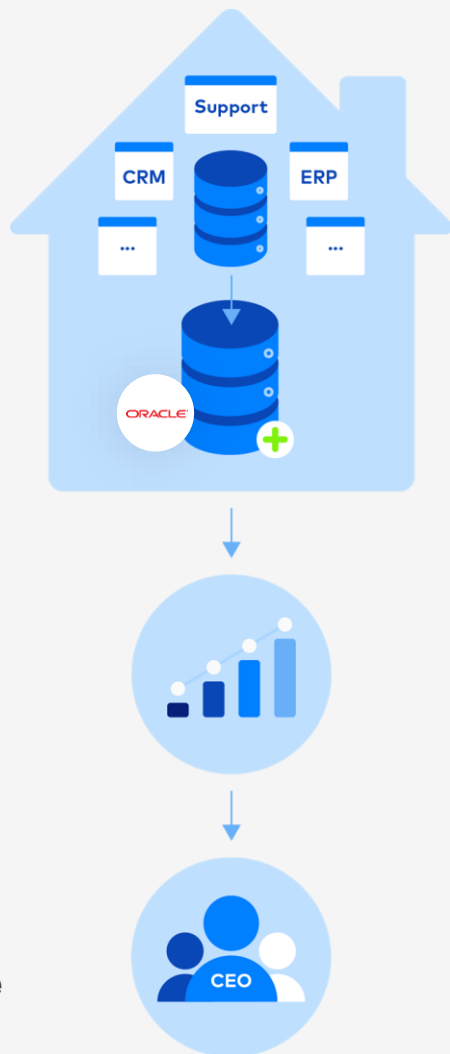
Old World

On-premise
Apps

On-premise
EDW

Rigid
Reporting

Executive **Audience**



Why Now?

New World

Many
Sources

Infinitely Elastic
Modern EDW

Many
Use Cases

Huge
Audience



Why MDS?

The biggest reasons people are moving toward the MDS

1

Allow data engineers to focus on value add activities

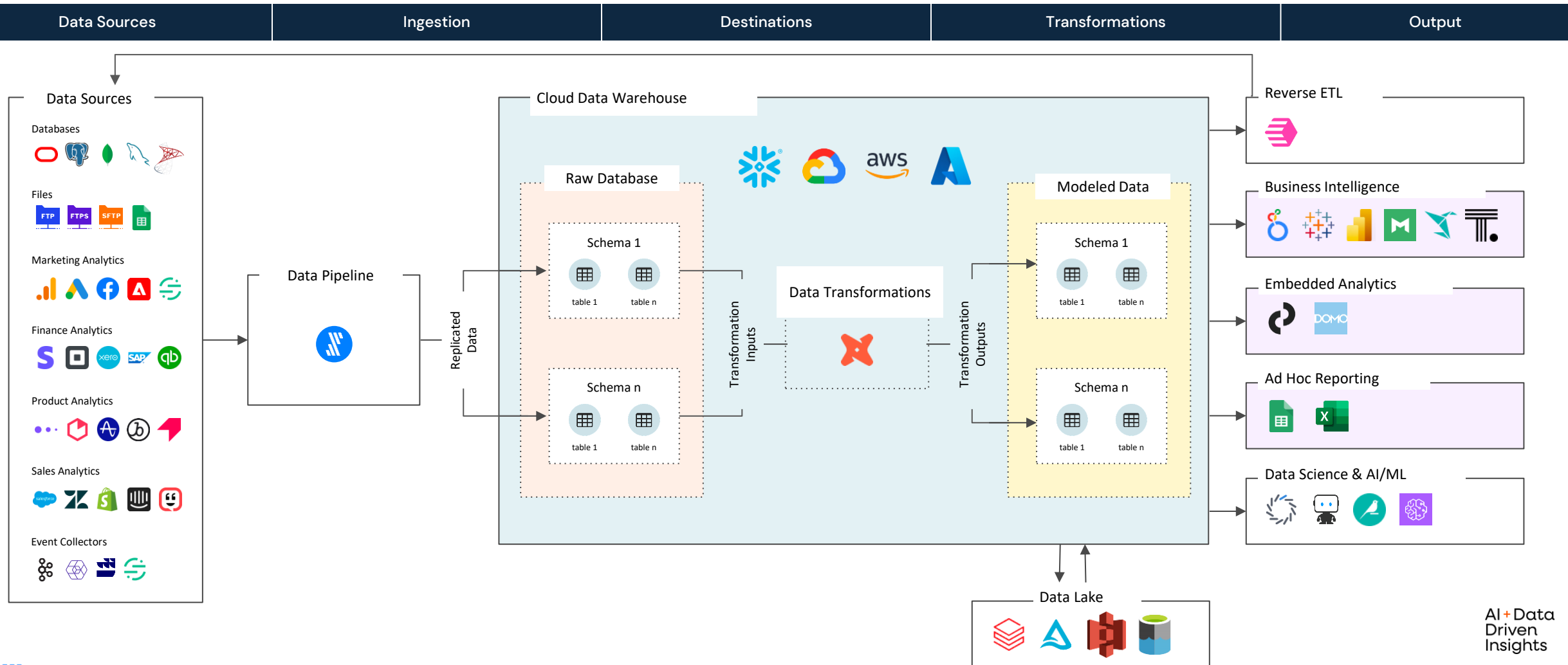
2

Enable business users to focus on wider use cases and a broader access to data

3

Speed and Cost of Infrastructure

The Modern Data Stack: Visualized



The Modern Data Platform:

Overview

“Modern Data Platform” is a term that’s often used, but just as often misunderstood. Many misconceptions still surround what a modern data platform truly means.

The Modern Data Platform:

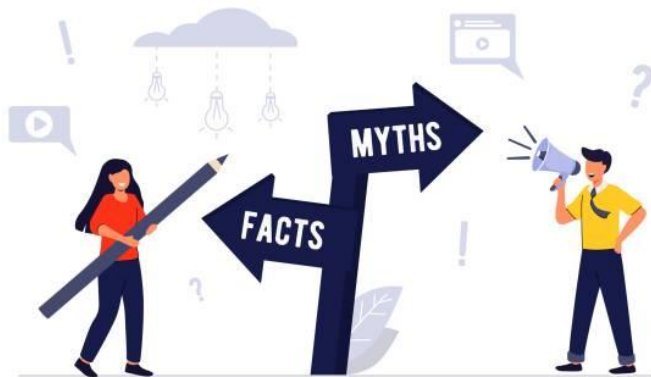
Overview

In reality, it provides **cost efficiency, stronger security, and flexible governance.**

Enabling organizations to innovate while maintaining control and interoperability

Common Myths

Modern Data Platform



Myth #1

Expensive

FATCS

Pay-as-you-go models
optimize spend
Scale up or down based
on demand
Cost transparency
through usage monitoring

Myth #2

Security Risk

FATCS

Enterprise grade encryption
and compliance
Continuous monitoring and
threat detection
Shared responsibility model
enhances protection

Myth #3

Complex to Integrate

FATCS

Native APIs and connectors
simplify integration
Hybrid and multi-cloud
support
Seamless connectivity with
existing systems

Myth #4

Migration = Innovation

FATCS

Migration unlocks potential,
not outcomes by itself
True innovation comes from
rearchitecting processes
MDP provides the foundation
for modern solutions

Case Study

Future-Proofing the Data Platform

Industry: Property Development

Focus:

- Cloud Migration
- Enhanced Data Processing
- Optimized Data Storage

Technology:

- AWS S3
- Snowflake
- Qlik

Overview

EcoWorld Malaysia is one of the leading property developers in Malaysia. Their increasing data points collection has resulted in un-scalable data storage within their existing infrastructure. The ever-increasing competitiveness in the property sector also resulted in management seeking for more predictive and prescriptive analysis to provide them with a competitive edge.

Solution

Synogize developed a future-proof data integration platform to address EcoWorld's immediate challenge in capturing amendments to the data and its inefficient daily loads. The platform enabled them to only store any changes or new data daily. A cloud-based solution was built using Snowflake, with existing data migrated from legacy systems. Synogize also implemented a Change Data Capture framework to only ingest any changes and new data into the platform. Synogize also implemented Role Based Access Controls and Cost Monitoring measures.

Challenge

Due to the business requirements of amendment to data and the need to pull reports as of a certain time, EcoWorld was utilizing an inefficient method of storing daily snapshots of their data load. This resulted in an unsustainable increasing storage of data. Furthermore, with the existing infrastructure there was no feasible way to implement any AI and ML initiatives.

Outcomes

- **Efficient Data Loads:** Quicker access to critical information at the beginning of the business day and lesser storage requirements
- **Improved Decision Making:** Single source of truth with consistent business terms to ensure accurate metrics across all departments
- **Modern, Scalable, and Sustainable Solution:** Provide EcoWorld with the foundation to innovate towards advanced analytics and a foundation that is AI ready.

The background of the bottom section features a low-angle photograph of several modern skyscrapers reaching into a clear blue sky. Overlaid on this image is the EcoWorld logo, which consists of the word 'ECOWORLD' in a large, green, serif font, with the tagline 'CREATING TOMORROW & BEYOND' in a smaller, dark blue, sans-serif font directly beneath it.

ECOWORLD
CREATING TOMORROW & BEYOND



Challenge

Gill Capital, Southeast Asia's leading retailer, manages well-known global brands including H&M, COS, Alo Yoga and The Hershey Company. The business faced significant challenges with extracting data from their SAP ERP system, which was essential for tracking sales and supply chain operations.

The system's rigid structure made data extraction complex, requiring extensive manual manipulation and prone to errors. This complexity was particularly problematic during critical sales periods like Black Friday, where real-time data was crucial for effective decision-making.

Results

- Built a modern data platform — powered by Fivetran and Google BigQuery — that allowed for real-time data synchronization and reporting.
- Achieved a 25% increase in total annual sales and more than doubled online sales.
- Realized a 10x reduction in costs and a 200% increase in team productivity.
- Gained real-time visibility into inventory levels and sales data, improving inventory management.
- Facilitated dynamic responses to market demands during peak sales periods, enhancing overall business agility.

Data stack and connectors

SAP HANA Postgres
 Mongo SQL Server
 MySQL
 Salesforce

Destination and cloud

BigQuery

Data integration platform

Fivetran

Modern Data Platform

Key Learnings

5 Key Learnings for Modern Data Platform Implementation

1 Start with a business-driven use case

- Align data efforts with clear business priorities
- Deliver quick wins to demonstrate value early
- Scale proven use cases into enterprise adoption

2 Establish cost governance framework

- Implement monitoring of spend
- Optimize consumption through scaling and automation
- Balance innovation with financial accountability

3 Position MDP as business enabler

- Frame MDP as a platform for agility and innovation
- Highlight outcomes, not just technology adoption
- Empower business units with self-service capabilities

4 Invest in data literacy & change management

- Equip teams with skills to use data effectively
- Promote a culture of data-driven decision-making
- Manage organizational adoption through communication & training

5 Build trust-first governance

- Ensure data quality, security, and compliance
- Provide clear data ownership and accountability
- Use lineage and transparency to build user confidence

The focus should be on **driving outcomes**, **enabling people**, and **embedding trust**.

Successful data initiatives comes from balancing **Business Value**, **Governance & Culture**.



It's about turning data into **trust**,
A Modern Data Platform isn't
agility, and **measurable** business
about servers and storage
outcomes.



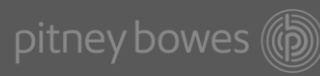
amazon



CONDÉ NAST



World's Leading
organisations are shifting to
Modern Data Stack



AI + Data
Driven
Insights



Your Job: Shifting Paradigms to The Modern Data Stack



Thank You!



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Let's Synogize

Have a question? Let's chat

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