Databricks World Tour London

Summary

BJSS' technical highlights from the Databricks World Tour

Instant AI-powered data insights with [AI/BI Genie](#)

A **no-code**, self-service tool allowing business teams to interact with their data using **natural language**. Leveraging **generative AI and large language models**, **Genie** provides instant, accurate answers to business questions. Allowing businesses to make **better decisions, faster**.

"AI/BI Genie democratises the data to the business with conversational queries allowing business to make better decisions, faster. Together with Unity Catalog and LakeFlow, this s the key to the Data Intelligence platform."

Simon Dale - Head of Data Consulting

Databricks' [Unity Catalog](#) OSS goes open source

Designed to manage data and AI assets across Databricks workspaces. Unity Catalog provides **centralised fine-grained access control** with built-in **data lineage** and auditing for ensuring a unified, consistent and compliant **data governance** solution. Databricks has now announced that they're open sourcing Unity Catalog, the industry's first open-source catalog for data and AI governance.

"The announcement of the industry's first open-source catalog for data and AI governance across clouds, data formats, and data platform is huge. It means no fear of vendor lock-in while using the lineage and governance features of Unity Catalog. It will be a big boost for our clients who are in the assessment/discovery phase of moving large data estates on to Databricks."

Raman Gupta - Data Architect

Data pipeline management with [Lakeflow Connect](#)

Designed to streamline the process of **ingesting**, **transforming** and **orchestrating** data pipelines. **Lakeflow Connect** offers scalable data ingestion from various sources including **SQL** and **Oracle** databases and enterprise apps like **Salesforce** and **ServiceNow**. With built-in support for **Delta Live Tables**, running on **serverless compute** and wrapped in **Unity Catalog** governance, making it easier for data teams to manage and deploy reliable **data platforms**.

"It is great to see Databricks' continued investment into Lakeflow Connect to provide integrated connectors for importing data from enterprise applications and databases. I am eager to see the connectors on the roadmap start to become available, such as Dynamics 365, to support our clients to move quickly from data to valuable insights."

Jared Moore - Principal Technologist

How major retail and gaming brands are using Databricks

"With **customer expectations accelerating** due to significant digital disruption in both the retail and gaming industries, brands are turning to Databricks to **speed up their time to value**. It's inspiring to see clear **tangible value** from both ASDA and SEGA in terms of **increasing player retention** and **improving delivery velocity** leveraging a modern data stack."

Ralph Robinson - Head of Strategic Growth

SEGA

SEGA harnesses Databricks to manage **100+ games**, **40M players**, and PBs of data, handling **50k events per second**. Their focus is on enhancing player experience through personalised communications, improving customer retention by **analysing game difficulty**, and **optimising sales operations** with **precise forecasting**.

Starting their journey in 2020, SEGA unified data in a **Lakehouse** and democratised access by 2022. Key tools include **Unity Catalog** for secure data management, **Genie Rooms** for quick querying, and **Lakehouse Connect** for seamless integration. Generative AI processes tens of thousands of reviews daily, **boosting player retention by 40%** and **delivering insights 10x faster**.

ASDA

ASDA shared how it leverages Databricks to enhance its **data strategy**, facing challenges in **backend systems** and maintaining **smooth BI layers for 150k employees, 100 stores, and 15M customers**. Initiatives include data consolidation, employing **Genie** for **English language querying**, and establishing a **digital twin** across the business.

Their data strategy aims for a **30% increase in delivery velocity**. **Unity Catalog** maximises data organisation, while **Lakehouse Connect** ensures seamless data integration. **Generative AI** aids in **synthesising large data sets - especially legacy documentation** and sentiment analysis. ASDA's goal is to be the leading data-driven retailer in the UK by 2026, with minimal business disruption during transformation.

How major aviation brands are using Databricks

"Following on from unprecedented disruption due to the pandemic, aviation brands need to focus **both on operational efficiencies and improving customer experience**. The two below stories demonstrate just that. Rolls Royce is leveraging data to **deliver millions in efficiencies** across gigantic data volumes. Whereas, Virgin Atlantic is focusing on customer optimisation through a **unified customer data platform.**"

Ralph Robinson - Head of Strategic Growth
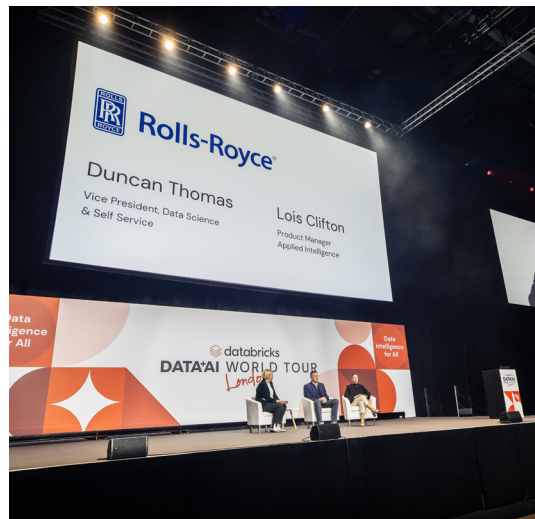
Rolls Royce

Rolls Royce leverages Databricks to scale their data analytics and AI efforts across **250 environments, with hundreds of active users**. This initiative has generated **£200M in tangible value through operational efficiencies and revenue growth**. The company analyses **193 million rows of engine data** for predictive maintenance and aims to automate the extraction of insights from **100 years of maintenance documents using AI**.

Challenges include managing a complex, disparate data landscape and the integration of legacy systems. Tools like **Unity Catalog, Genie, and Lakehouse Connect** help to unify data, foster collaboration, and **eliminate silos**, ensuring modern users can access and **utilise data effectively**.

Virgin Atlantic

Virgin Atlantic employs Databricks to overcome challenges in customer data unification. It's not an uncommon challenge - with a cited **57% of travel companies struggling to achieve a unified customer view**. Leveraging a **Lakehouse CDP enabled by Amperity**, Virgin Atlantic has built a composable platform combining disparate customer data sources to enable better customer service.

Data clarity and **data democratisation** are key to Virgin achieving their vision of being the most loved travel company. Transitioning from an old **Cosmos DB stack**, they've had to address the complexities of i**ngesting, cleaning, and returning customer data**, all accelerated by Databricks and Amperity.

BJSS' data transformations with Databricks

BJSS is a leading technology consultancy comprised of more than **2,700 people** across **26** locations spanning the **UK, US, Europe, and Australia**. It specialises in harnessing the power of **data and AI** to drive innovation and **business outcomes**. We work with clients across various industries to develop cutting-edge solutions that transform raw data into actionable insights. Our expertise spans **data engineering, data science, machine learning, and AI** platform development within all three major **hyperscalers**. By leveraging advanced technologies, we help organisations optimise their operations, **improve decision-making**, and create **personalised customer experiences**.

DataEXP

DataEXP is a versatile framework that helps organisations unlock the potential of their data. It provides tailored services, prototypes, and actionable insights to align with your data strategy and achieve business goals. Leveraging best practices and tools, DataEXP offers a secure environment for exploring data-driven use cases and scaling successful initiatives.

Clients seeing results of Data EXP

4x Databricks Champions pathway
25x advanced certifications
50+ Databricks-trained individuals

Our partner relationships

"We're thrilled to have BJSS join us on our Databricks Data+AI World Tour London. Their deep expertise in data engineering and analytics, coupled with their commitment to delivering innovative solutions, aligns perfectly with Databricks' mission to help every organisation unlock the power of data intelligence."

Paul Reynolds, Senior Director, UKI Consulting, Databricks

"It was fantastic to partner with BJSS at the recent Databricks Data+AI World tour in London. We are looking forward to helping them and their clients unleash the value of their data through ThoughtSpot's AI-powered, natural language analytics experience that makes it easy for anyone - from data analyst to C-suite - to uncover personalised and actionable insights."

Andrew Waddington, Alliances Director, ThoughtSpot

Let's talk

BJSS would love the opportunity to talk through your technology challenges. From ideation through to a long-term managed partnership, BJSS is here to help shape and deliver the most complex solutions.

Luke Hardy - Data Partnerships Lead
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