

Viva Energy is a leading energy company that supplies about a quarter of Australia's fuel requirements. Mid-2023 Viva Energy acquired the Coles Express and Omni service station outlets expanding its retail network to 700+ stores.

Coinciding with these purchases, Viva Energy aimed to secure a market advantage by establishing a modern cloud environment for edge computing with access to accurate real time data from across the expanded store network.

Viva embarked on a complete program of works for cloud transformation, including the deployment of a Data Landing Zone. The challenge was to build this platform in a tight timeframe without impacting customer service. Further, Viva Energy wanted to integrate the Omni customer rewards programs across every store.

BUSINESS OUTCOMES

The Microsoft Fabric environment underpins Viva Energy's technology estate, including the retail network. Its Data team is empowered to create Data products, giving Viva Energy accurate real time marketing, financial, and logistical reporting.

TECHNOLOGY HIGHLIGHTS



**4
MONTHS**

to fully deploy Microsoft Fabric, seamlessly scaling from one pilot store



**700+
STORES**

with millions of transactions now ingested as data



4000+ DATA POINTS

"It was my privilege to work with an exceptional group of individuals to implement a groundbreaking data platform. This was one of the biggest deployments in Fabric on this side of the world and significantly, Viva was able to simultaneously start developing its AI capability over the top. . . this allowed us to scale exponentially in a matter of weeks."

AMANDEEP MODGIL | VIVA ENERGY
Lead Architect (Data - Digital Transformation)

ENGINEERING SERVICES DELIVERED

In partnership with LAB³, Viva Energy decided on a **data native approach** and identified **Microsoft Fabric** as the most appropriate Data Landing Zone to securely host its data. This also enabled further value with the ability to add Copilot and AI features to the platform.

Viva Energy was attracted by the advantage of having data freely available in a secure way, as opposed to building a **data environment in Azure** (for example by building a data warehouse) and then having to go top down and segment every section.

Fabric **automatically segments data** based on defined parameters, with data being easily accessible to anyone within the business with controls in place defining exactly who has access to what data, and the appropriate level of access for business purposes.

While not fully automated, key components of the Fabric deployment were delivered with repeatable automated patterns, allowing the team to deliver within the required timeframe.

Although this was an early production-grade implementation of Fabric, Viva Energy was confident LAB³ could deliver. Having previously partnered with us for the automated build of a new scalable **Azure landing zone**, Viva also engaged LAB³ for migration services and deployment of the Azure Adaptive Cloud solution to enable the broader transformation of their operations.

Along the way, LAB³ collaborated with the other technology partners engaged by Viva to simultaneously develop AI solutions during the Fabric deployment phase. LAB³ provided data and AI expertise to ensure the seamless deployment of these AI solutions on top of the Fabric environment as it was deployed, further accelerating the timeline.