

INDUSTRY:

Automotive | Financial Services | Investments

CORETEK SOLUTIONS:

Microsoft Power BI | Data Infrastructure | Strategic Enablement | Implementation Support

CASE STUDY

A Rapid Power BI Deployment and Strategic Infrastructure Support for Enterprise-Scale Insights

OVERVIEW

The Larry H. Miller Company, spanning automotive, finance, and real estate, aimed to operationalize Microsoft Power BI for self-service analytics. The challenge wasn't adoption but scaling it across complex systems. Partnering with Coretek, the company moved from stalled planning to execution—finalizing contracts, deploying experts, and overcoming infrastructure hurdles in under two weeks. The engagement unlocked business insights, accelerated enterprise analytics, and established a foundation for future collaboration.

THE CHALLENGE

While the Larry H. Miller Company had invested in Microsoft Power BI, they quickly encountered a familiar hurdle: implementation complexity. Power BI's marketing focuses heavily on user-facing dashboards and insights—but the infrastructure behind those capabilities is often the real challenge, especially for organizations managing data across multiple systems.

Key Challenges Included:

- **Internal Capacity:** The organization lacked the resources to fully manage the infrastructure complexities of multi-system analytics while still facing urgency to deliver value from a tool already licensed and partially rolled out.
- **Multi-Tenant Access:** Operating across four tenants (two Microsoft, two Google), the organization needed unified access to Power BI dashboards in Fabric without requiring multiple credentials or repeated authentication.
- **User Experience:** External users encountered delays and friction when accessing Fabric resources due to login barriers, which slowed adoption and limited the rollout of Fabric reports.
- **Identity Management:** A seamless, compliant solution was required to avoid redundant external accounts and ensure alignment with MFA and identity security standards across providers.

THE SOLUTION**The Coretek Approach:**

Coretek designed a solution that addressed these challenges:

- **Discovery-Driven Design:** Identified tenant access challenges and defined optimal authentication flows.
- **Accelerated Onboarding:** Finalized agreements within days to launch without delay.
- **Expert Resourcing:** Deployed a dedicated resource within two weeks.
- **Pre-Work & Alignment:** Frontloaded preparation to ensure smooth delivery and stakeholder alignment.

The Coretek Solution:

- **Identity Configuration & Testing:** Set up Azure B2B for Microsoft tenants and refined Google integration through joint testing.
- **Infrastructure Support:** Configured and operationalized the systems to enable Power BI and Microsoft Fabric across environments.
- **Federated Access:** Enabled users from three external tenants to access Fabric dashboards with existing credentials, eliminating redundant accounts.
- **Secure Integration:** Leveraged Azure B2B and a custom Google path with Okta MFA to ensure compliance and security.
- **Focused Engagement:** Delivered as a 40–60 hour project centered on discovery, identity design, and implementation.



CORETEK PARTNERSHIP

The Larry H. Miller Company team views Coretek not as a transactional vendor but as a strategic partner capable of translating Microsoft's expansive toolset into real results. The partnership helped bridge the gap between what Power BI could do and what was needed to get it done.

While the initial Power BI scope has been completed, the engagement opened doors to future collaboration, particularly in areas like reporting optimization, infrastructure enhancement, and ongoing modernization.

THE OUTCOME

Realized Value & Outcomes:

The implementation of Microsoft Fabric and Power BI by Coretek resulted in:

- **Seamless Access to Fabric Resources:** Users from three external tenants were able to access Power BI dashboards in the corporate Fabric tenant without requiring new credentials or duplicate accounts.
- **Improved Adoption and Usability:** Authentication friction that was delaying report adoption was eliminated, providing a consistent, secure user experience that supported broader engagement with Fabric.
- **Security and Compliance Maintained:** Okta-based MFA was integrated into the access flow, ensuring all connections met compliance and identity governance standards.
- **Expanding Expertise Across Identity Platforms:** The project provided valuable experience in integrating Google tenant identities into Microsoft environments, a less common but increasingly relevant scenario.

The success of this initiative demonstrated how the right partner can accelerate results—not just by knowing the tools, but by deeply understanding how to implement them at scale.

“When Microsoft sells you Power BI, they focus on what the tool can do. What they don’t explain is how complicated the infrastructure behind it is—especially if you’re a multi-system organization.”

— Wyatt Milne, Larry H. Miller Company

“We had someone staffed in less than two weeks. Turned around the SOW in just a few days. Got everyone scheduled and were off and running.”

— Larry Zimmerman, Coretek



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