

Microsoft Fabric Unified Data Platform Transformation

Post-Acquisition Data Consolidation at Scale: 6 ERPs | ~7 Source Systems | 5M+ Historical Records across GL & Sales | ~2–3 Lakh Daily Incremental Records

From fragmented, file-based subsidiary reporting to an automated enterprise data foundation for GL, sales and cross-entity decision-making

About Client

TruSource Foods is a U.S.-based retail and food service organization managing multiple subsidiaries across **food distribution, transportation and logistics operations**.

The organization operates through multiple business entities, including **Freshway Foods, Freshway Transportation, ForestWood and Nickey Gregory**. Freshway Transportation manages logistics operations for the broader TruSource ecosystem.

As TruSource expanded through acquisitions, each subsidiary continued to operate with its own ERP, operational systems, reporting structures and data processes. This created a fragmented data landscape where leadership lacked a **single, trusted and consolidated view of financial and sales performance across entities**.



A global partner driving data, cloud, and AI-led enterprise transformation enablement at scale.

Industry:

Food Distribution & Logistics

Region:

United States

Key Challenges

Fragmented ERPs
post-acquisition limited
enterprise visibility

Inconsistent data models
disrupted unified financial
reporting

Manual processes delayed
insights and constrained
scalability

Executive Summary

TruSource Foods initiated a strategic Unified Data Platform transformation to address a growing **post-acquisition data consolidation challenge**.

The organization needed to bring together data from acquired companies and internal systems into one scalable platform. The initial focus was to unify **General Ledger and sales data** across entities, while creating a foundation that could later extend to **vendors, products and broader business data**.

Techwave designed and implemented a modern Unified Data Platform using **Microsoft Fabric and Azure services**, enabling automated ingestion, data standardization, centralized reporting and scalable analytics.

The platform consolidated data from **6 ERP and operational systems**, including QuickBooks, CSB, McLeod, Advantage / Entrée, Produce Pro and PostgreSQL-based sources, along with additional operational integrations.

The transformation enabled TruSource Foods to move from **fragmented, mostly file-based and manually dependent reporting processes** to an **automated enterprise data platform** processing over **5 million historical records** across GL and Sales, with approximately **2–3 lakh records refreshed daily**.

Business Challenges

Post-Acquisition Data Fragmentation

TruSource had acquired multiple smaller entities, each operating on different systems and reporting structures. This made it difficult to create a consolidated enterprise view across acquired and internal businesses.

Disconnected Financial and Sales Reporting

The immediate business need was to create a unified view of **General Ledger transactions and sales data across entities**, enabling leadership to see performance consistently across the TruSource ecosystem.

Inconsistent Data Structures Across Entities

Data formats, schemas and business rules differed significantly between subsidiaries, resulting in inconsistent reporting logic and limited trust in cross-entity analytics.

Enterprise-Scale Data Volumes

The platform needed to process meaningful data at scale — over **5 million historical records across GL and Sales**, with approximately **2–3 lakh records flowing in daily** — all requiring reliable, timely and consistent processing.



Multiple ERPs and Source Systems

The organization needed to integrate data from **6 ERP and operational source systems**, each with different data structures, business rules and reporting conventions — creating complexity across ingestion, standardization, mapping and reporting.

Manual and File-Based Data Processes

The existing environment was fragmented and largely dependent on **file-based processes**, limiting automation and increasing the effort required to prepare reliable reporting outputs.

Limited Enterprise Analytics Visibility

Without a unified platform, TruSource could not easily generate consolidated insights across financial, sales, customer, product and operational dimensions.

Techwave's Strategy & Solution

Techwave designed and implemented a centralized Unified Data Platform on **Microsoft Fabric and Azure** to establish a connected, scalable and enterprise-grade data ecosystem across TruSource subsidiaries.

Key solution components included:



Microsoft Fabric as the unified data platform — a single, integrated cloud environment where data from all six source systems is ingested, processed, quality-checked and made available for reporting, all in one place.



OneView Enterprise Layer enabling entity-wise reporting, consolidated enterprise analytics and centralized operational visibility.



Multi-source enterprise data integration across all six source systems — QuickBooks, CSB, McLeod, Advantage / Entrée, Produce Pro and PostgreSQL — each connected through automated, scheduled data pipelines that replace manual file-based hand-offs.



Automated data ingestion pipelines that run on a defined schedule, picking up only new or changed data each day — eliminating manual intervention and ensuring the platform always reflects the latest state of the business.



Unified General Ledger and sales data model across entities, creating a consolidated view of financial and sales performance.



Enterprise-wide data standardization that resolves the structural differences between source systems — harmonizing chart of accounts, fiscal periods, customer identifiers and product classifications into a single, consistent enterprise view.



Unified master data across customers, products and business entities — creating a single, trusted reference layer so that the same customer or product is recognized consistently across all subsidiaries, regardless of how each source system recorded it.



CRM and operational data integration connecting HubSpot and other operational sources into the platform, ensuring sales and customer activity data is available alongside financial reporting.



Ready-to-use enterprise analytics and financial planning integration — consolidated GL, Revenue, COGS and SG&A data surfaced directly into Workday Adaptive Planning, enabling TruSource's finance teams to run consolidated budgeting and planning cycles across all subsidiaries for the first time from a single, trusted data source.



Built-in operational reliability and governance with automated pipeline scheduling, real-time health monitoring, proactive alerting and full audit logging — so the platform runs reliably without requiring daily manual oversight.



A forward roadmap to extend the platform beyond GL and sales into **vendors, products and broader business data**, creating a more complete enterprise intelligence layer.

Business Outcomes

Established a centralized **Microsoft Fabric and Azure-based enterprise data foundation** across TruSource subsidiaries.

Integrated data from **6 ERP and operational source systems** into a single, consolidated analytics ecosystem for the first time.

Enabled enterprise-wide reporting visibility across **account, department, customer, product and entity dimensions**.

Reduced manual and file-based reporting dependencies through **centralized automation**.

Improved enterprise data accuracy and reporting reliability through **standardized business rules, enrichment frameworks and unified master data** that leadership can now trust across entities.

Established a scalable, future-ready cloud architecture capable of supporting long-term analytics modernization and enterprise growth initiatives.



Created a **unified view of General Ledger transactions and sales data** across multiple entities.

Successfully onboarded and processed over **5 million historical records across GL and Sales**, with a continuous daily refresh of approximately **2-3 lakh incremental records** running fully automated.

Accelerated financial and operational reporting through **automated data ingestion, transformation and analytics workflows**.

Standardized customer, product and contact master data across the organization.

Enabled **seamless financial planning in Workday Adaptive Planning**, powered by consolidated GL and Sales data flowing directly from the platform — giving finance teams a single, reliable input for budgeting and forecasting across all entities.

Strategic Impact

The Unified Data Platform transformation fundamentally reshaped how TruSource Foods manages, governs and operationalizes enterprise data across its subsidiary ecosystem.

By centralizing fragmented systems into a unified cloud-native platform, Techwave enabled TruSource Foods to move from **disconnected, file-based and entity-specific reporting** toward an **automated enterprise data foundation**.

The initiative delivered more than infrastructure modernization. It created a **consolidated intelligence layer across acquired and internal business entities**, improving operational agility, reporting governance, cross-functional visibility and decision-making confidence.

Today, the Unified Data Platform serves as TruSource Foods' enterprise backbone for reporting, analytics and data-driven decision-making — with consolidated GL and Sales data flowing directly into Workday Adaptive Planning, enabling finance teams to plan and forecast across all subsidiaries from a single source of truth. The roadmap continues to extend this unified visibility into **vendors, products and broader operational data**.

Featured Tools & Technologies

Microsoft Fabric

Azure Key Vault

Azure DevOps

QuickBooks

CSB

McLeod

Advantage/Entrée

Produce Pro

PostgreSQL

HubSpot

SFTP Integrations

Workday Adaptive Planning

Excel Power Query

Python

Conclusion

TruSource Foods' transformation demonstrates how a unified data foundation can move enterprises beyond fragmented reporting to scalable, real-time intelligence. By consolidating disparate systems into a single, governed platform, the organization has established a strong backbone for enterprise-wide visibility, faster decision-making, and future-ready growth.

About Techwave

Headquartered in Houston, TX, Techwave delivers global technology and engineering services to 600+ clients across five continents. With expertise in Data & Analytics, Software Engineering, AI/ML, Cloud Engineering and Strategic Sourcing, we provide end-to-end digital capabilities that maximize value from digital investments. Our CMMI Level 5 and ISO 9001:2015 certifications reflect our commitment to delivery excellence.



📍 13501 Katy Fwy Suite 3305,
Houston, TX 77079, USA.
Ph: +1 281 829 4831
info@techwave.com

