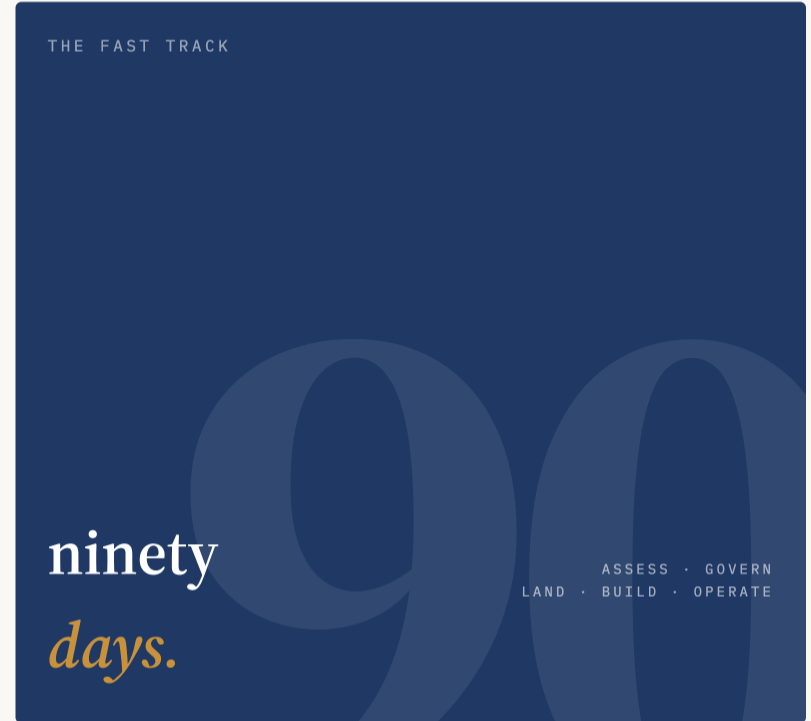


RALEIGH DAY OF DATA · 2026 · 60 MIN

The Fabric Fast Track *Workbook.*

*Deploy enterprise analytics in 90 days — without the
18-month rebuild.*

JONATHAN STEWART SOUND BI · PRINCIPAL CONSULTANT





About Me

25+ Years in Data & Analytics

Helping enterprises migrate to and scale on Microsoft Fabric – from architecture and data modeling to Power BI and production governance.

→ **Creator/Founder: SQLBites Community**

Building the next generation of data practitioners.

→ **Migrating Enterprises to Fabric**

Real production migrations across healthcare, finance, retail, and manufacturing.

→ **Hundreds of Technical Talks Globally**

International speaker on data architecture and analytics engineering.



Two programs. Same scope. *Same vendor.*

STALLED PROGRAM A · MFG · 2024

18_{mo}

Three rebuilds. Two project managers. Zero reports in production.

SPEND	REPORTS LIVE	SPONSOR
\$2.4M	0	Rotated 2×

SHIPPED PROGRAM B · MFG · 2025

90_d

One product. Named sponsor. In production on day 84.

SPEND	REPORTS LIVE	SPONSOR
\$340K	14	VP Ops

THE THESIS

The difference isn't
the *technology*.
It's the *sequencing*.

Same Fabric tenant. Same data. Same people. What changes is
the order you do things in — and the gate you refuse to skip.

DEPLOYMENTS SHIPPED

37+

Across mfg, healthcare, public sector

MEDIAN TIME TO FIRST PRODUCTION REPORT

68 days

From kick-off through gate 4

ZERO REBUILDS ON GATE-PASSED PROGRAMS

"If you skip the gate, you owe the rebuild."

If one of these is you, *this hour pays for itself.*

THE OWNER

Data & analytics leader

You're 6–18 months into Fabric and the dashboard count is still in single digits.

THE SPONSOR

Business executive

You signed the contract. You can't tell finance what you got for it.

THE BUILDER

Platform engineer or architect

You're shipping pipelines into a vacuum and you know the rebuild is coming.

THE BUYER

Considering Fabric in 2026

You want the playbook before the contract — not after the first stall.

Five artifacts. *Yours by 11 a.m.*

Every one of these is what your team would otherwise spend a week building in Word and Excel.

01 · ASSESS

Readiness Scorecard

12 questions across data, people, sponsor, scope.

PDF · 2 PAGES

02 · GOVERN

Capacity & Domain Map

Pre-filled workspace and role matrix you can rename.

XLSX · 3 TABS

03 · LAND

Landing Zone Checklist

Bronze/silver/gold conventions, security, naming.

MD · 48 ITEMS

04 · BUILD

First-Product Brief

One page. One decision. One user. One metric.

PDF · 1 PAGE

05 · OPERATE

Handoff & Run-book

SLOs, on-call, monthly review cadence.

MD · 22 PAGES

THE PHRASE THAT KILLS DEPLOYMENTS

“We'll add it later.”

PATTERN

Governance is deferred until after the first dashboards ship — then every later report rebuilds the model from scratch.

FIX

Domain ownership, naming and security are decided on day 14 — before any silver table is named.

THE PHRASE THAT KILLS DEPLOYMENTS

“The data was supposed to be clean.”

PATTERN

Teams build on assumed source quality, discover the rebuild on day 38, and a logistics client rebuilt their model twice before day 45.

FIX

A two-day source profile in Phase 1 turns a fourteen-day rebuild into a one-day adjustment.

THE PHRASE THAT KILLS DEPLOYMENTS

*“Platform delivered.
Nobody uses it.”*

PATTERN

The platform ships, the steering committee claps, and the operators keep working from the spreadsheet they had on day one.

FIX

Phase 4 ships *one decision for one named user* — adoption is the gate, not the demo.

FIVE PHASES · FIVE GATES · ONE WORKBOOK

The Fast Track, *end to end.*

PHASE 1 · D0-14

Assess

Readiness, source profile,
sponsor named.

GATE 1

Sponsor signs the brief.

PHASE 2 · D14-28

Govern

Domains, capacities, security,
naming.

GATE 2

*Map approved by data
owners.*

PHASE 3 · D28-45

Land

Bronze/silver/gold landing, first
model.

GATE 3

Lineage clean. Tests green.

PHASE 4 · D45-75

Build

One decision, one user, one
metric.

GATE 4

*Named user signs off in
production.*

PHASE 5 · D75-90

Operate

Handoff, SLOs, on-call, review
cadence.

GATE 5

*Run-book owned by the
business.*

A QUICK TOUR

The deck is the workbook.

Every phase has the same anatomy: a one-page brief, a checklist, a worked example, and a gate question.

- A **Brief** · 1 page · what we're trying to do, in one paragraph
- B **Checklist** · the artifacts you must produce before the gate
- C **Worked example** · a real (anonymized) deployment
- D **Gate** · the one question your sponsor must answer yes to

PHASE 1 · ASSESS · BRIEF

P. 04 / 22

Are we ready to ship in 90 days?

A 12-question scorecard across four axes: **data**, **people**, **sponsor**, **scope**. Score below 7 of 12 and you don't have a 90-day program — you have a 6-month program in denial.



GATE 1 QUESTION

"Will the sponsor sign this brief, today, without an edit?"

PHASE ONE

Assess.

Before you build a thing — find out whether you should.

DURATION

14 days

DELIVERABLE

Readiness Scorecard

GATE 1

Sponsor signs the brief.

READINESS SCORECARD

Twelve questions. *One honest answer.*

AXIS	WHAT WE ASK	PASS AT
DATA	Are sources stable, owned, and profileable in 2 days?	7 / 12
PEOPLE	Do we have a builder and an analyst named — not promised?	7 / 12
SPONSOR	Does the sponsor answer email inside 24 hours?	9 / 12
SCOPE	Is the first product describable in one sentence?	7 / 12

Below 7 on any axis and the program isn't 90 days — it's a longer program in denial. The scorecard's job is to expose that on day 5, not day 50.

A REAL READOUT · MFG CLIENT · 2025

DATA

9/12

PEOPLE

8/12

SPONSOR

11/12

SCOPE

5/12

CALL

Don't start until scope clears 7.

THE TWO-DAY SOURCE PROFILE

Find the rebuild *before it finds you.*

Two days. One profiler script. Every source table gets a row, every row gets a verdict. *Clean · Cleanable · Don't ship.*

DAY 1 · MORNING

Inventory & tap

List every source table. Connect with read-only credentials. No transforms yet.

DAY 1 · AFTERNOON

Profile & flag

Nullability, cardinality, duplicate keys, date-range drift, orphan FKs.

DAY 2 · MORNING

Verdict

Mark each source: **Clean · Cleanable in 5 days · Don't ship in v1.**

DAY 2 · AFTERNOON

Re-scope

Drop "Don't ship" sources from v1. Sponsor signs the new brief.

PROFILE OUTPUT · 8 SOURCES

SOURCE	ROWS	NULLS	VERDICT
erp.sales_order	4.2M	0.3%	CLEAN
erp.customer	180K	2.1%	CLEAN
crm.account	92K	14%	CLEANABLE
mfg.scan_event	1.1B	0.0%	CLEAN
legacy.contract	2.4K	41%	DON'T SHIP
sftp.partner_*	varies	—	DON'T SHIP

RESULT

8 sources in scope → 6 in v1. No rebuild on day 38.

WEEK 2 · WORKED EXAMPLE

What "ready" actually looks like.

DAY 1

Kickoff · Sponsor named in writing.

Email goes out from the sponsor, not us.

DAY 3

Source inventory complete.

Profile script running on all 8 sources.

DAY 7

Bad news meeting.

Two sources downgraded. Sponsor agrees to re-scope.

DAY 10

Brief v2 written.

One decision, one user, one metric — on one page.

DAY 14

Gate 1 cleared.

Sponsor signs. Phase 2 starts Monday.

PUNCHLINE

Half the value of Phase 1 is the conversation on day 7 — the one nobody is in a hurry to have.

D7 · BAD NEWS DAY

PHASE TWO

Govern.

Domains, capacities, security, naming — decided before the first silver table.

DURATION

14 days

DELIVERABLE

Capacity & Domain Map

GATE 2

Data owners approve the map.

CAPACITY & DOMAIN MAP

One owner per domain. *No exceptions.*

DOMAIN · SALES

Revenue Ops

Owner · J. Patel
Capacity · F2
Workspaces · 3
Gold tables · 14

DOMAIN · OPS

Manufacturing

Owner · M. Reyes
Capacity · F4
Workspaces · 5
Gold tables · 22

DOMAIN · FINANCE

Controller

Owner · S. Chu
Capacity · F2
Workspaces · 2
Gold tables · 9

DOMAIN · PEOPLE

HR & People Ops

Owner · D. Okafor
Capacity · F2
Workspaces · 2
Gold tables · 6

NAMING

domain.entity.event

SECURITY

RLS at silver, OLS at gold

ACCESS

Entra groups · no individual grants

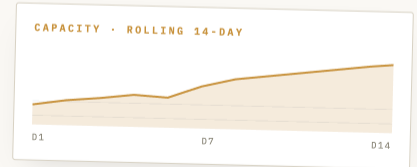
CAPACITY SIZING

Buy *one size smaller* than the salesperson said.

F-SKU pricing punishes early over-provisioning. Start at the smallest SKU that passes your top-3 queries. Scale up only after you have a real, recurring user load.

STAGE	SKU	TRIGGER TO UPGRADE
Phase 2–3	F2	Top-3 queries > 8 s p95
Phase 4 ship	F4	10+ daily named users
Phase 5 steady	F8	50+ daily users <i>or</i> first ML workload
Quarter 2+	F16+	Sustained queue at p95

FROM THE WORKBOOK · P. 11



RULE OF THUMB

Upgrade after the queue, not in anticipation of it.

SECURITY POSTURE · DAY 28

Lock it down on day 28, *not after audit.*

IDENTITY

Entra groups only.

No personal grants. Every workspace, every lakehouse, every report — group-mediated.

CHECKLIST · 8 ITEMS

DATA

RLS at silver. OLS at gold.

Sensitivity labels on every gold artifact. PII fields tagged at silver and inherited downward.

CHECKLIST · 11 ITEMS

NETWORK

Private endpoints by default.

Trusted workspace access for storage. Public endpoints disabled at the tenant level.

CHECKLIST · 6 ITEMS

GATE 2 · PRE-FLIGHT *If your security review starts the week of go-live, you've already lost. Move it to day 28.*

PHASE THREE

Land.

Bronze, silver, gold — boring, predictable, owned.

DURATION

17 days

DELIVERABLE

Landing Zone Checklist

GATE 3

Lineage clean. Tests green.

BRONZE · SILVER · GOLD

Three layers. *No fourth layer.*

LAYER 1

as-arrived

Bronze.

Raw landing. Schema-on-read. Append-only. *You are not allowed to query this directly.*

FORMAT

Delta · partitioned by ingest date

LAYER 2

cleaned & typed

Silver.

Conformed entities. PII tagged. One row per business event. *Stable contract.*

FORMAT

Delta · partitioned by business date

LAYER 3

decision-ready

Gold.

Star-schema marts. One per domain. *This is what the report binds to. Nothing else.*

FORMAT

Semantic model · DirectLake

LINEAGE & TESTS

Every gold table has *three tests and one diagram.*

LINEAGE · FACT_SALES_ORDER



One page in the workbook per gold table. Same diagram. Same shape. If you can't draw it on one page, the model is wrong.

THREE TESTS · EVERY GOLD TABLE

TEST 1 · UNIQUENESS

Primary key has zero duplicates.

TEST 2 · REFERENTIAL

Every FK resolves to a dim row.

TEST 3 · FRESHNESS

Max business date < 24 h old.

GATE 3 RULE

All three tests green for 5 consecutive runs before any report binds.

LANDING ZONE CHECKLIST · 48 ITEMS

The boring list *that wins the audit.*

STORAGE & NAMING · 14

- ✓ One lakehouse per layer per domain
 - ✓ Naming: domain.entity.event
 - ✓ Lowercase, snake_case, no abbreviations
 - ✓ Workspace prefix per environment
 - ✓ Bronze partitioned by ingest date
 - ✓ Silver partitioned by business date
- + 8 more

PIPELINES & ORCHESTRATION · 18

- ✓ Idempotent ingest, MERGE not INSERT
 - ✓ Watermark column on every source
 - ✓ Retry policy: 3 attempts, exponential
 - ✓ One pipeline failure = one alert
 - ✓ Dev / test / prod via deployment pipelines
 - ✓ No manual touch in prod, ever
- + 12 more

QUALITY & LINEAGE · 16

- ✓ Uniqueness, RI, freshness tests on every gold
 - ✓ Lineage diagram per gold table
 - ✓ Bronze row counts logged daily
 - ✓ Schema drift surfaced on next run
 - ✓ Test failures block downstream refresh
 - ✓ Owner notified inside 15 min on failure
- + 10 more

PHASE FOUR

Build.

One decision. One user. One metric. In production.

DURATION

30 days

DELIVERABLE

First-Product Brief

GATE 4

Named user signs off in production.

FIRST-PRODUCT BRIEF · ONE PAGE

If it doesn't fit on one page, *it isn't your first product.*

01 · ONE DECISION

What action gets taken differently because of this?

02 · ONE USER

Named individual. Title. Calendar block. Not "the team."

03 · ONE METRIC

One number that moves. The rest is context.

04 · ONE WEEK TO ADOPTION

User opens the report unprompted within 7 days of go-live.

FIRST-PRODUCT BRIEF · MFG · 2025

v2 · D52

DECISION

Which plants get the maintenance reallocation next week?

USER

M. Reyes · VP Ops · 8:30 a.m. Monday review

METRIC

Unplanned downtime hours, rolling 14-day, by plant

ADOPTION TEST

"Reyes opens the report from her phone before our 8:30 — without a reminder."

SOURCE

fact_downtime

REFRESH

every 15 min

OWNER

Mfg domain

ADOPTION IS THE GATE

"Live" means *used*. *Not deployed*.

FAILED ADOPTION · WHAT IT LOOKS LIKE

The report ships on day 70. Demo goes well.

By day 80, the named user has opened it twice — both times when we were watching.

By day 90, the spreadsheet is back on the operations call.

VERDICT

Gate 4 fails. We do not go to Phase 5.

WHAT WE MEASURE INSTEAD

SIGNAL 1

Opens by named user, unprompted, ≥ 4 / week.

SIGNAL 2

Report referenced in a written decision (email, ticket, meeting note).

SIGNAL 3

The old spreadsheet is gone from the meeting.

PASS

All three signals, for two consecutive weeks.

PHASE FIVE

Operate.

Hand it to the business. Walk away. Be ready to be called back.

DURATION

15 days

DELIVERABLE

Handoff & Run-book

GATE 5

Run-book owned by the business.

THE RUN-BOOK · 22 PAGES

If the consultant left tomorrow, *would it run?*

SECTION 1

On-call

Primary, secondary, escalation path.
PagerDuty rotation tied to domain owner.

SECTION 2

SLOs

Freshness, refresh success, p95 query.
Three numbers, posted publicly.

SECTION 3

Change

Request → review → deploy. PR template,
owners file, deployment pipeline.

SECTION 4

Review

Monthly: adoption, SLOs, incidents, next
product. 30 minutes, same agenda.

TEST *Hand the run-book to a new hire. If they can run last week's monthly review from it — you're done.*

SERVICE LEVEL OBJECTIVES

Three numbers. *On the wall.*

SLO 01 · FRESHNESS

15_{min}

Max age of any gold row, p95, business hours.

TARGET · 99.0% / MONTH

SLO 02 · REFRESH SUCCESS

99.5%

Scheduled pipelines completing without manual intervention.

TARGET · ROLLING 30 DAYS

SLO 03 · QUERY p95

3_s

95th percentile query latency on the named user's report.

TARGET · BUSINESS HOURS

MONTHLY REVIEW · 30 MINUTES · SAME AGENDA

The meeting that keeps it *from drifting back.*

MINUTE	TOPIC	OWNER
0:00	Adoption · named users, opens, decisions cited	Sponsor
0:08	SLOs · freshness, refresh, p95	Platform lead
0:14	Incidents · what happened, what changed	On-call
0:20	Next product · brief draft, sponsor signal	Domain owner
0:28	Decisions captured. Meeting ends.	Sponsor

WHY THE SAME AGENDA EVERY MONTH

Predictability is the feature.

When the agenda is fixed, the sponsor stops asking "what should we cover?" and starts asking "why is freshness slipping?"

GATE 5

First three monthly reviews chaired by the business, not us.

FIVE PHASES · ONE PAGE · ONE PROGRAM

From day zero to *production-owned*.



- G1** *Sponsor signs the brief.*
- G2** *Map approved by data owners.*
- G3** *Lineage clean. Tests green.*
- G4** *Named user signs off in production.*
- G5** *Run-book owned by the business.*

PROGRAM PLAN · WORKBOOK · P. 02		v3 · D-0
D0-14	Assess · readiness, sources, brief v1	
D14-28	Govern · domains, capacities, security	
D28-45	Land · bronze/silver/gold, tests green	
D45-75	Build · first product, named user, adoption	
D75-90	Operate · run-book, SLOs, monthly review	

WHO OWES WHAT, BY PHASE

Roles you can *name on Monday*.

ROLE	PHASE 1 · ASSESS	PHASE 2 · GOVERN	PHASE 3 · LAND	PHASE 4 · BUILD	PHASE 5 · OPERATE
Executive sponsor VP / SVP / C-suite	Signs brief, names domain owners	Approves capacity spend	Status vs. plan	Sits in adoption demos	Chairs monthly review
Domain owner Business leader · per domain	Confirms scope	Owens the map	Sign-off on gold model	Names the user	Owens the SLOs
Platform lead Data architect / engineer	Runs source profile	Implements security & naming	Builds bronze/silver/gold	Ships the first product	Authors the run-book
Analyst Business analyst / BI dev	Drafts the brief	Defines gold semantic model	Writes tests	Builds the report	Adoption support
Named user The decision-maker	Identified by name	—	Reviews mockups	Uses it. Signs off.	Files change requests

THE BUSINESS CASE, IN ONE SLIDE

Pays for itself *before the rebuild would have started.*

STALL COST · 18-MO PROGRAM

Spend + rebuild + opportunity cost

\$2.4M

FAST TRACK · 90-DAY PROGRAM

Consulting + capacity + internal time

\$340K

SWING · PER PROGRAM

Before first dashboard ships

\$2.0M

THE PAYBACK MATH

Decision moved **14 months earlier.**First report drives a **2% reduction in unplanned downtime.**On a \$180M ops base, that is **\$3.6M / year.**

PAYBACK

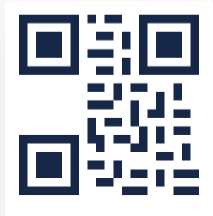
34 days

From the day the named user opens the report.

SCREENSHOT THIS SLIDE

Ten ways to *stall a Fabric program*, and what to do instead.

#	ANTI-PATTERN	DO THIS INSTEAD	PHASE
01	"We'll add governance later."	Decide ownership in Phase 2 — before silver.	P2
02	"We assume the data is clean."	Two-day profile in Phase 1. Verdicts on every source.	P1
03	"The team will love it."	Name the user. Adoption is the gate.	P4
04	"Start with the F64, we'll scale down."	Start one size below the recommendation.	P2
05	"We'll do security at the end."	Lock down by day 28. Pre-flight before audit.	P2
06	"Personal Entra grants are fine for now."	Groups only. No exceptions, ever.	P2
07	"Ship the platform, then the report."	One product, one user, one metric — first.	P4
08	"Tests slow us down."	Three tests, every gold table, gate 3 rule.	P3
09	"The consultant runs the monthly."	Business chairs review by month three or you didn't ship.	P5
10	"We don't need a sponsor."	You don't have a program. Stop.	P1



PDF VERSION
soundbi.com/fasttrack

FIFTEEN MINUTES, THEN A CLOSER

Questions.

Push back. The deck is a workbook — it should survive a hard question.

GOOD QUESTION SHAPE 01

"What if we don't have a sponsor?"

GOOD QUESTION SHAPE 02

"We're already 12 months in. Where do we start?"

GOOD QUESTION SHAPE 03

"Does this work for healthcare / public sector / etc.?"

GOOD QUESTION SHAPE 04

"What's the one thing you'd never do this way again?"

IF YOU DO ONE THING ON MONDAY

Name your
executive sponsor.

FIVE DELIVERABLES · ONE LINK

The workbook, *de-anonymized.*

01 · ASSESS

Readiness Scorecard

Fill it in. Get an honest score by lunch.

PDF · INTERACTIVE

02 · GOVERN

Capacity & Domain Map

Rename the tabs. Stand up Phase 2 in a day.

XLSX · 3 TABS

03 · LAND

Landing Zone Checklist

48 items. Tick them off. Save yourself the audit.

MD · 48 ITEMS

04 · BUILD

First-Product Brief

One page. Your sponsor signs it or you don't ship.

PDF · 1 PAGE

05 · OPERATE

Handoff & Run-book

22-page template. Adapt the names. Run the meeting.

MD · 22 PAGES



SQLLOCKS

ONE LINK · ONE QR · FIVE FILES

The deck, the workbook, *and* *the five.*

Scan this before you leave the room. The link expires Friday — keep the files, not the URL.

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DECK + ALL 5 DELIVERABLES
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