Unlocking Business Insights with Microsoft Azure Data Services and Power BI

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The world is changing
Today, 80% of organizations adopt cloud-first strategies.

AI investment increased by 300% in 2017.

Data will grow to 44 ZB in 2020.
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Data will grow to 44 ZB in 2020.
Organizations that harness data, cloud, and AI outperform
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Nearly double operating margin

$100M in additional operating income
They out-innovate
They rely on a modern data estate
THE MODERN DATA ESTATE

Operational databases
Data warehouses
Data Lakes

Operational databases
Data warehouses
Data Lakes

Reason over any data, anywhere
Flexibility of choice
Security and performance
THE MICROSOFT OFFERING

- SQL Server
- Hybrid
- Azure Data Services

Easiest lift and shift with no code changes

Industry leader 2 years in a row
#1 TPC-H performance
T-SQL query over any data

Operational databases
Data warehouses
Data lakes

AI built-in | Most secure | Lowest TCO

Reason over any data, anywhere
Flexibility of choice
Security and performance

Operational databases
Data warehouses
Data lakes

70% faster than Aurora
2x global reach than Redshift
No Limits Analytics with 99.9% SLA
BIG DATA & ADVANCED ANALYTICS AT A GLANCE

- **Ingest**
  - Data Factory (Data movement, pipelines & orchestration)

- **Store**
  - Kafka
  - Blobs
  - Data Lake

- **Prep & Train**
  - Databricks
  - HDInsight
  - Data Lake Analytics

- **Model & Serve**
  - Cosmos DB
  - SQL Database
  - SQL Data Warehouse
  - Analysis Services
  - Machine Learning

- **Intelligence**
  - Predictive apps
  - Operational reports
  - Analytical dashboards
Predictive apps

Operational reports

Analytical dashboards

Analyze & author

Deliver

5th Annual Big Data & Business Analytics Symposium - March 22-23, 2018
Power BI transforms your company’s data into rich visuals and analytics. Stay in the know, spot trends as they happen, and push your business further.
POWER BI DESKTOP IS A FREE COMPANION AUTHORIZING TOOL FOR THE POWER BI SERVICE, UPDATED MONTHLY WITH NEW FEATURES

The Business Analyst Role

- COLLABORATE
- PUBLISH
- VISUALIZE
- ANALYZE
- GET DATA
Easily Connect, Clean, and Mashup Data

- Connect to 80+ data sources, both on-premises and cloud
- Shape, transform, and clean data for analysis
- Live connectivity to on-premises and cloud data sources
- Extend with custom data connectors for any data source
Power BI Desktop Data Sources

Over 80+ Data Sources and Growing
Build Powerful Models & Flexible Measures

- **Automatically created model when connecting to data**
- **High-performance, in-memory engine**
- **Point and click analysis with quick measures, clustering and binning**
- **Create powerful measures with familiar DAX formulas**
Create Stunning Interactive Reports

• **AUTHOR REPORTS USING 150+ VISUALS VIA A DRAG-AND-DROP CANVAS**

• **EXPLORE DATA ACROSS MULTIPLE INTERACTIVE VISUALIZATIONS**

• **PROVIDE INSIGHTS IN THE CONTEXT OF YOUR BUSINESS WITH CUSTOM VISUALS**

• **VISUALIZE YOUR DATA STORY WITH BOOKMARKS AND CUSTOM NAVIGATION**
Easily Share Insights with Others

- **Publish Directly to the Cloud or On-Premises**
- **Automatic Data Refresh, So Your Reports Are Always Up to Date**
- **Package Your Reports in Apps for Easy Consumption and Control**
- **Manage Your Analytics Content with Admin and Governance Tools**
Empower Your Organization

- **Provide Access to Reports and Dashboards Anywhere on Any Device**

- **Enable Users to Ask Questions and Automatically Discover Insights from the Data**

- **Deliver Insights Through Other Services Such as SharePoint and Teams**

- **Connect Live to Your Models in Excel and Power BI Desktop**
Thank you!

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