
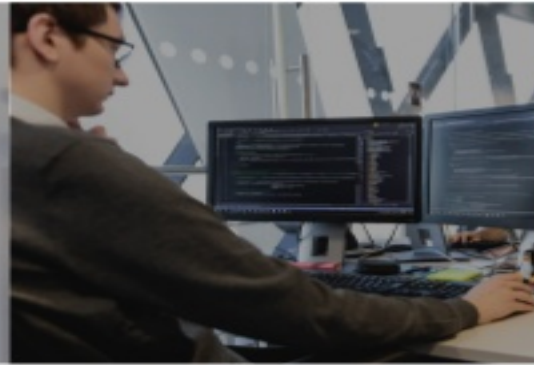
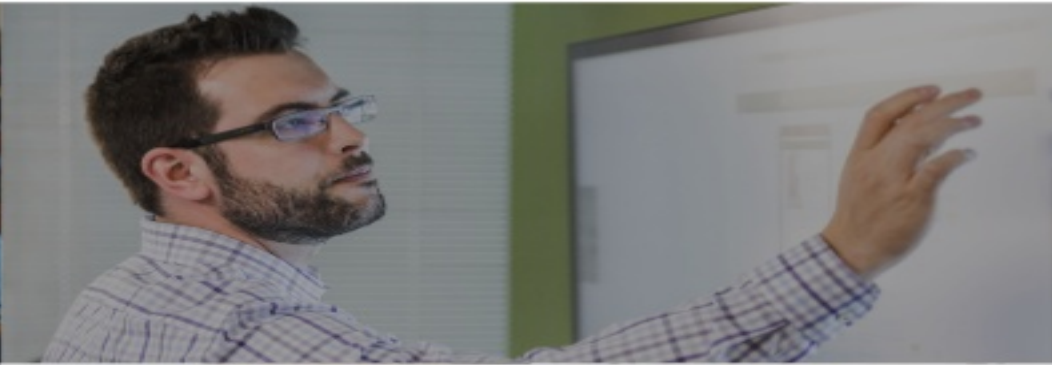
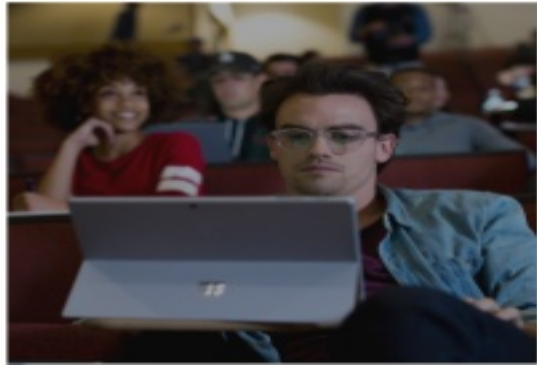




# Developing for the intelligent cloud and the intelligent edge

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 @RohaniKData



The world is **changing**



## Elements of digital transformation



Employees



Customers



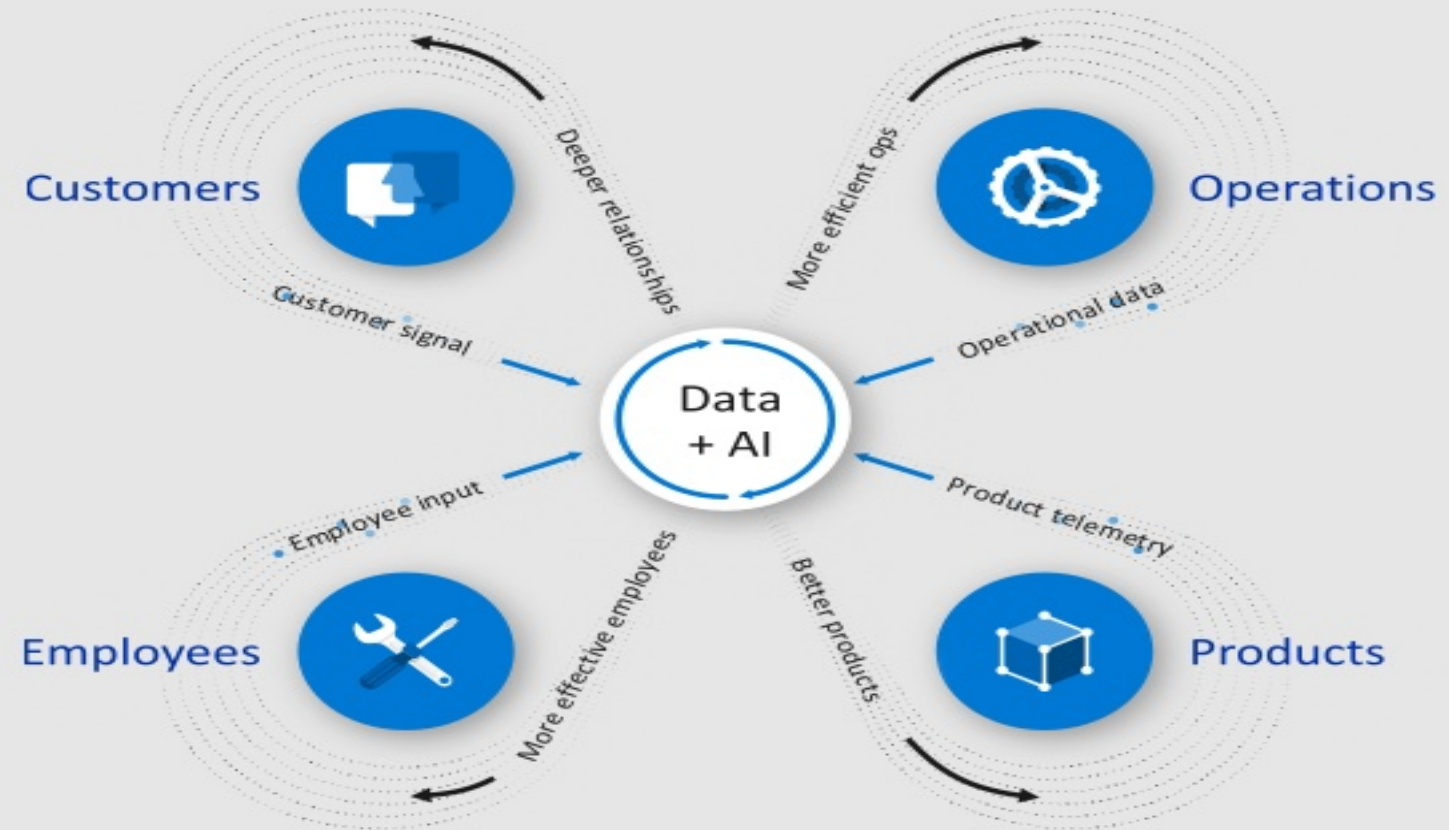
Products




Operations

# The digital feedback loop

- 1 Data: Capture digital signal across business
- 2 Insight: Connect and synthesize data
- 3 Action: Improve business outcome






A group of Real Madrid players in white jerseys are celebrating on a football field at night. The players' names and numbers are visible on their backs: NACHO (14), ASSENSIO (20), ISCO (22), and BENZEMA (9). The text "Fly Emirates" is visible on the front of the jerseys. A semi-transparent dark box with white text is overlaid on the left side of the image.

Connecting with 500 million  
passionate fans worldwide





Connecting with 500 million  
passionate fans worldwide

**400%**

Increase in fan  
profiles



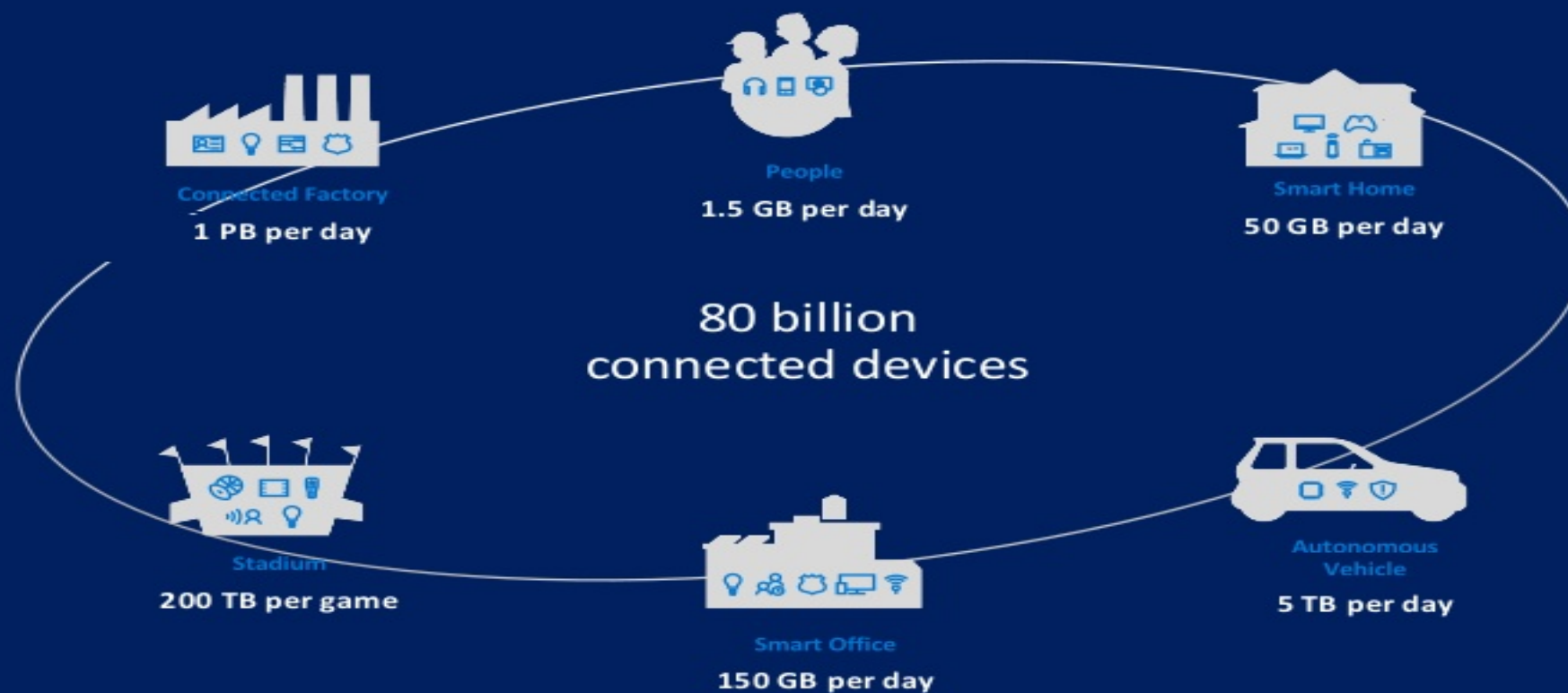
**30%**

Increase in digital  
revenue





By 2025





AI



Spark on  
SQL Server 2019



Azure Databricks



Azure Machine  
Learning

### Connected vehicles



Azure-based connected car, truck, and van projects to outfit its vehicles with Internet of Things (IoT) intelligence and remote monitoring capabilities

### Smart Irrigation



Keeping farmers informed about when to irrigate, how to control diseases, and how to fight pests, has led to **increased yields of 30%**, and a **20% reduction** in water cost

### Predictive maintenance



**Rolls-Royce**

Rolls Royce provides maximum aircraft availability by employing "power by the hour" model; cutting fuel usage by 1 percent could save **\$250,000** per plane per year





*“With Azure, we were able to automatically identify and respond to safety hazards in near real time with the intelligent cloud and the intelligent edge. ”*

- Daniel Jeavons: General Manager for Data Science, Shell





Daniel Jeavons  
GM, Data Science



Demo

## Our Opportunity

