

Data Point	Value	Why is this important? (i.e. This will help us understand which segments have our highest paying customers)
Months since launch*	General availability date was 1/19/2020, so ~4 months (3 months, and 29 days)	This is important because we can compare how long Azure Synapse Analytics has been in the market, compared to the other offerings such as Google BigQuery and AWS Redshift. Being available longer is associated with customer loyalty and trust. We can benchmark Azure Analytics with our competitors and use it as a competitive advantage. Holding a longer position indicates Azure Synapse Analytics is trusted by customers.
Current usage (TB)*	200 TB	Important because it gives us an insight into how much market share Synapse has compare to other offerings in the market. It also lets us make predictions for future usage growth and craft our short-term and long-term strategy.
Total available capacity (TB)*	200,000 (Physical capacity per region * regions)	Physical capacity per region: ~40000 TB Regions: 5 <ol style="list-style-type: none"> 1. US West 2. Europe West 3. UK South 4. Asia East 5. India Central <p>Important because it lets us know how much capacity we have available for when we plan the growth strategy, so that we can set realistic KPI's and targets.</p>
Number of customers*	209	Important because it gives us a benchmark for comparing the success of our growth strategy before and after we implement it; also, we can create realistical KPI's and targets based on the number of customers.
Pricing*	Price at preview: \$0.015/GB Price at GA: 0.03/GB	Important because we want to offer insights at an unmatched value, less than other cloud providers.
Total revenue to date*	\$24,000 over 4 months	Important because we can base our

	<ul style="list-style-type: none">Total revenue to date: ~\$24,000, 200 TB = 20,000 GB -> 200,000 * \$0.03 = \$6,000/month -> \$24,000 over 4 months.	growth strategy on the current number and compare it how it grows overtime. Also, we know how much resources we have so we can plan the customer acquisition strategy accordingly (ads, building engagement, etc).								
Gross margin* (GM = Revenue - COGS / Revenue) x100	<div>GM = (6,000 – 1,005,000)/6,000 GM = -16650%</div> <table><tr><td>Cost</td><td>1,005,000 \$</td></tr><tr><td>Margin</td><td>-16,650 %</td></tr><tr><td>Revenue</td><td>6000 \$</td></tr><tr><td>Profit</td><td>-999,000 \$</td></tr></table>	Cost	1,005,000 \$	Margin	-16,650 %	Revenue	6000 \$	Profit	-999,000 \$	<ul style="list-style-type: none">Gross margin: Target ~33%, currently low because of low utilization. 50,000,000 GB * \$0.02c/GB = \$1,005,000/month of cost of goods (COGS) vs \$6,000/month of revenue.
Cost	1,005,000 \$									
Margin	-16,650 %									
Revenue	6000 \$									
Profit	-999,000 \$									
Common industries and verticals*	<ul style="list-style-type: none">AutomotiveFinancialMedical/genomicsRetailOil/gas	This will help us understand which segments have our highest paying customers.								
Common requirements*	<ul style="list-style-type: none">Intra-regional high availabilityProtection from hardware failuresData must stay within the same country/regionProtection from storage cluster going offline due to network outageAbility to transparently continue the operation in case of a single storage cluster being unavailableProtection from power outage of a single storage cluster	<p>This will help us understand which requirements we need to address in future features and updates to ensure we’re meeting all our current and prospective customer needs.</p> <p>It will paint the picture of which product constraints impact the type of customers to target and/or block its growth in the market.</p>								
Common issues and deficiencies	<ul style="list-style-type: none">Vague documentation	This will help us understand which issues we								

of the product blocking growth*	and/or lack thereof <ul style="list-style-type: none">• High cost• Regional availability	need to focus on fixing, so that they don't block our customer acquisition strategy. Also, we want to improve our customer satisfaction and prove to them that we're a reliable partner.
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Unleash Growth “to the Clouds”

The starting point - *Required*

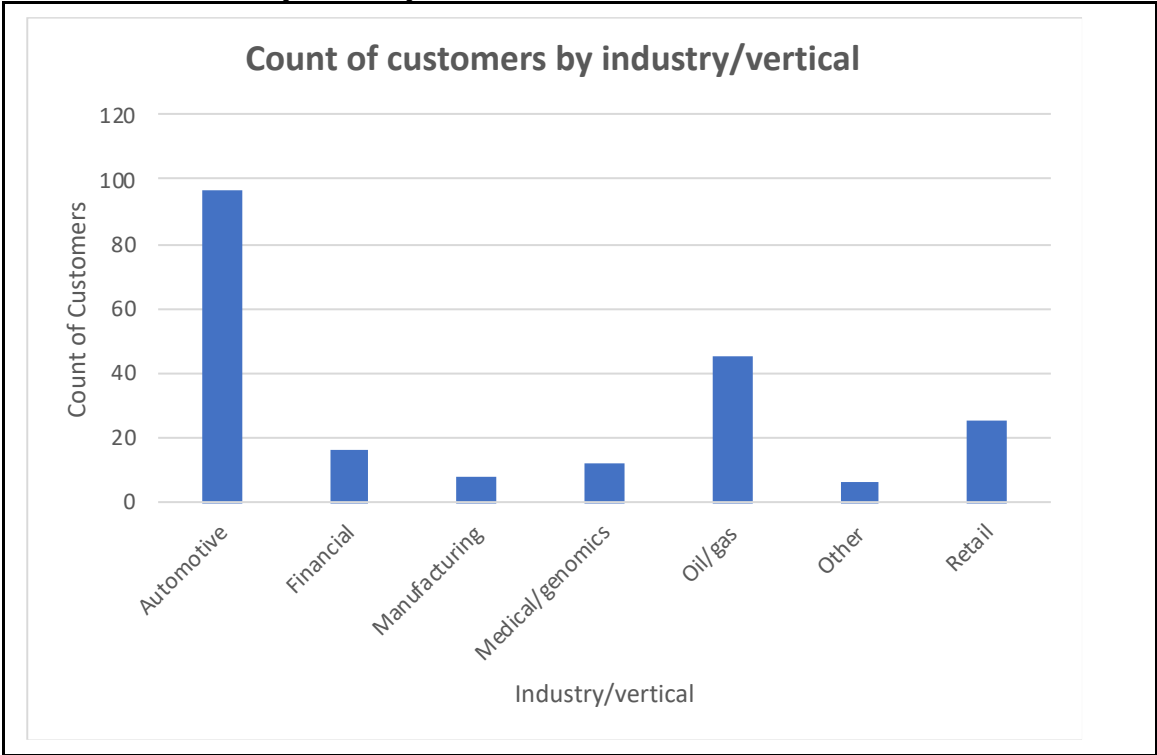
Data Analysis

Fill in the required fields (signified by an asterisk (*) in the table) and add as much relevant information as possible using the dataset provided for this project.

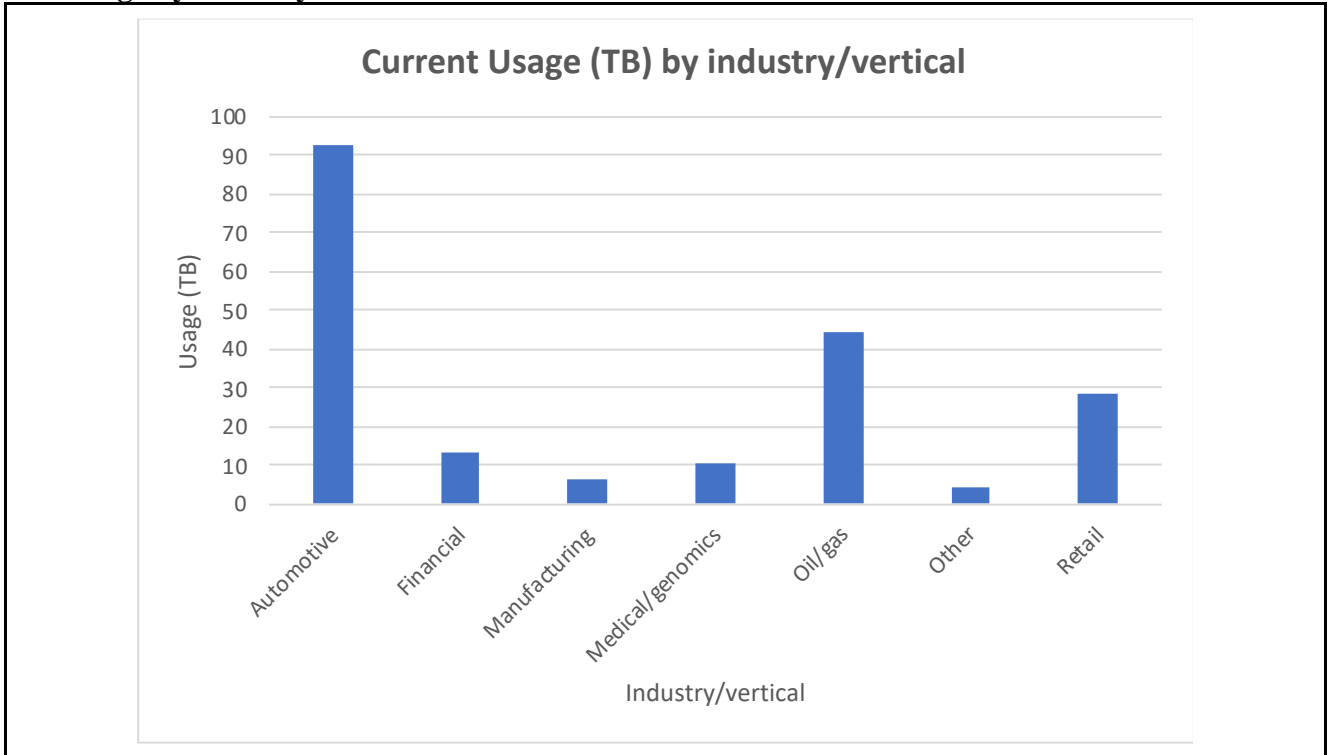
Breakdown the Data using Visualizations

Using the dataset provided via Google Sheets, build a few charts (the type of charts to use are up to you) and copy them into each of the respective boxes in this section of the template that show the required ratios/relationship.

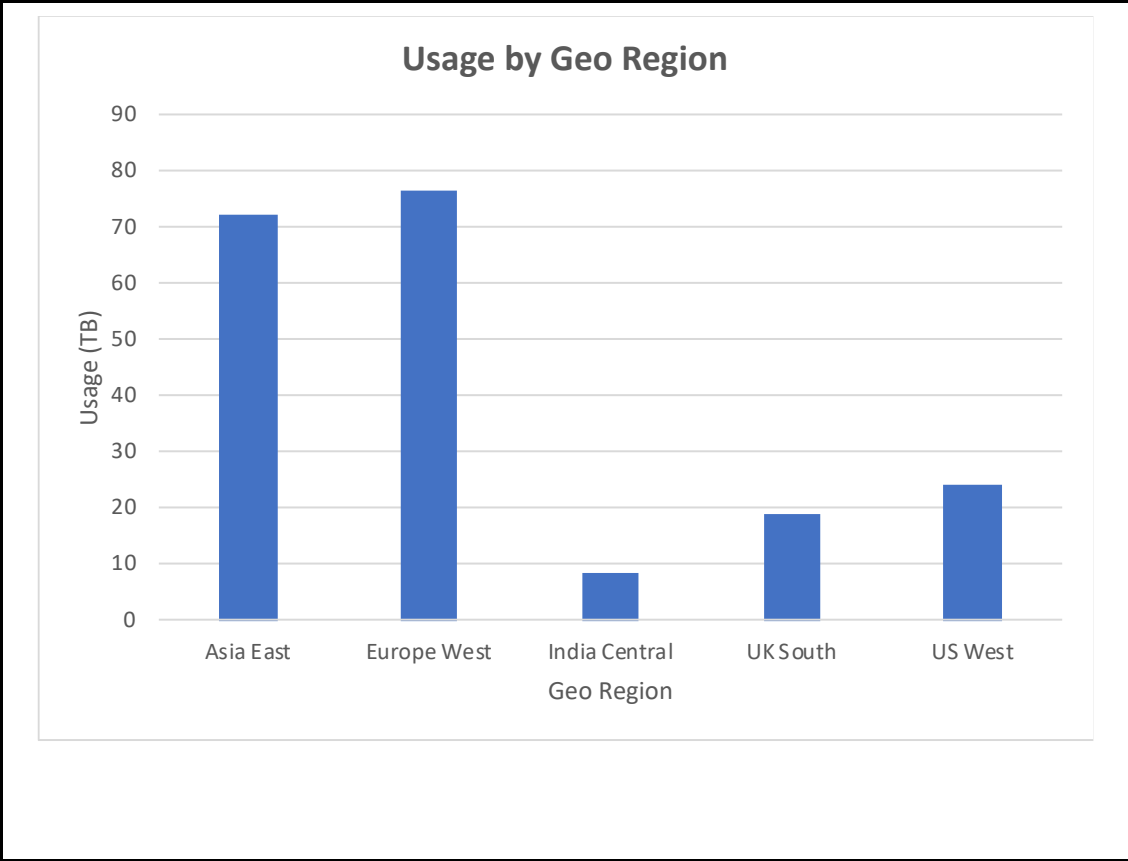
1. **Count of customers by industry/vertical*:**



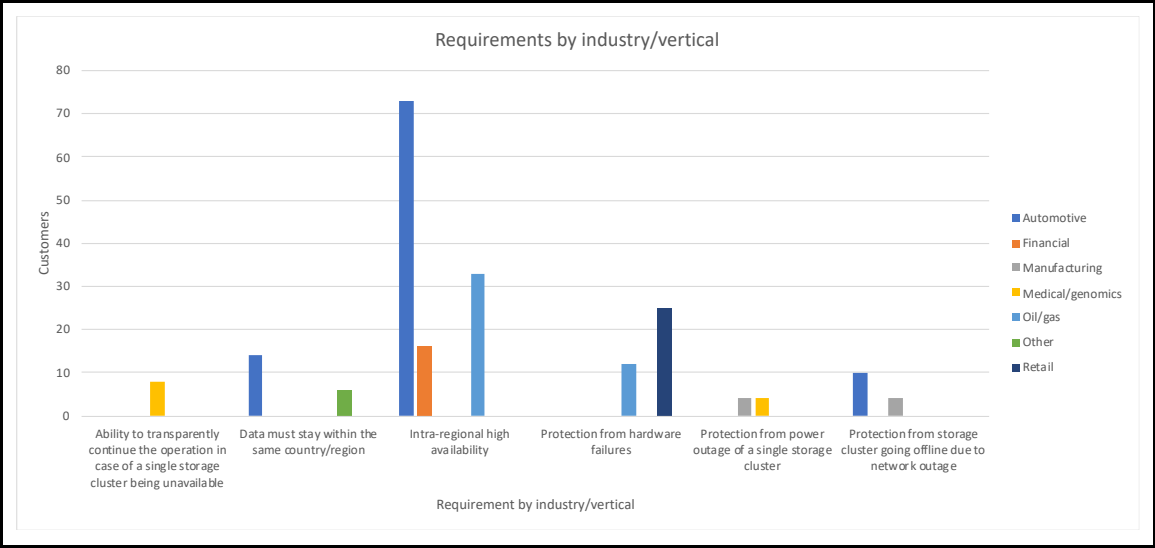
2. Usage by industry/vertical*:



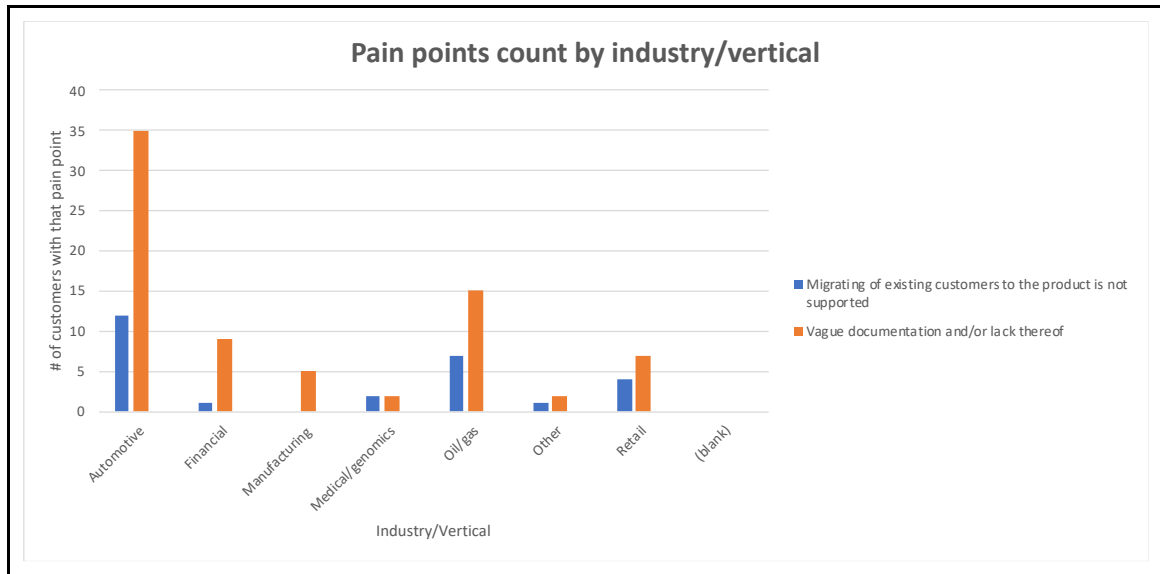
3. Usage by geo region*:



4. Requirements by industry/vertical*:



5. Pain points count by industry/vertical*:



6. (Optional) Any other representation you find valuable or useful:

Summarize Your Insights from Visualizations

You can use this section to write your short summary or any notes if you'd like or this section can remain blank.

The count of customers by industry/vertical chart tells me that our top customers are from the automotive, oil/gas, and retail industries, in this order respectively. These 3 segments benefit the most from using Azure Synapse Analytics.

The usage by industry confirms this: the highest usage rates are for these three industries.

Looking at the usage by geo region, I can tell that most of our clients are located in Europe, Asia, and the US, in this order respectively. Our lowest usage is in India.

As far as the requirements by industry/vertical, the inter-regional high availability is a top requirement for over 70 of Synapse's clients in the automotive industry and over 30 in the oil/gas industry/vertical.

When it comes to pain point by industry/vertical, most pain points come from users in the top two segments – automotive and oil/gas. This is what I expected to see. However, the third segment isn't the retail. It's the financial industry/segment.

Goals & KPIs for the next 12 months - *Required*

Set Your Goals and KPIs

Use the table below to set your Goals, KPIs, and corresponding rationale for the next 12 months:

Goal	KPI(s)	Why you chose this goal/KPI combo
Increase customer base in India	Target - 6 new customers in 6 months	The market share in India is the lowest. This is a big market which Synapse have not tapped into yet. This is an opportunity for them to get additional financial resources to meet the customer demands and expand their userbase. The total addressable market based on the demand forecast is 1,718.57 TB.
Expand usage in Europe West and Asia East	Target – expand usage by 15% in 6 months	<p>Europe West and Asia East are the top 2 geo regions with the highest usage rates. As of February 2020, Canalys reports AWS with 32.4% of the market, Azure at 17.6%, Google Cloud at 6%, Alibaba Cloud close behind at 5.4%, and other clouds with 38.5%. With AWS far in the lead, boosting Synapse’s customer usage will help popularize Azure and catch up to AWS.</p> <p>Also, Asia East and Europe West are the two regions with the highest total addressable market according to the demand forecast, at 15,440.27 TB and 15,708.75 TB respectively.</p>
Update product documentation	Target – 10% decrease in support tickets in 3 months	With an up-to-date documentation, a new client will be able to quickly learn how to get started with Synapse, which will reduce training time and costs. It will let customers complete their tasks faster, they will waste less time trying to figure things out on their own and contact customer support. Having an up-to-date documentation will be a competitive advantage to Azure Synapse Analytics, proving new and existing customers with the information and tools to get their job done in an efficient way.

Expand to Central Europe East	Target – 20% in 12 months	Regional availability is one of the common feedback/pain points. Providing a more extensive global footprint to ensure customers are served across the world.
Increase customer retention	Target – 5% in 12 months	<p>According to Bain and Co., a 5% increase in customer retention can increase a company's profitability by 75%.</p> <p>According to the Gartner Group, 80% of a company's future revenue will come from just 20% of their existing customers.</p> <p>https://www.forbes.com/sites/alexlawrence/2012/11/01/five-customer-retention-tips-for-entrepreneurs/</p>

Break down your strategy - *Required*

Acquisition Alignment:

Use the table below in this section to define the following three topics. These topics will be used in your action items within each phase.

- **Define the audience(s) and explain why**
- **Define the channel/platform to promote the product based on the audience(s) and explain why**
- **Define acquisition funnel(s) and associated growth loop(s) to further engage the audience(s) and explain why**

Audience(s)	Channel/Platform	Acquisition funnel(s)/growth loop(s)
Looking at the data, about 50% of Azure's customers are large automotive and oil/gas businesses. Assuming they have 1000+ employees, with about \$100M/year of revenue and having 100+ TB of data stored on-premises (based on the forecast).	Field sales team to make connections and build a network by arranging webinars and bootcamps, ask-me-anything sessions to increase awareness and help them make the right choice.	<p>2 funnels initially - automotive and oil/gas, broken down by regions, size of the initial opportunity and growth estimates.</p> <p>Define top 5-10 customers in each funnel as a target for my growth loop.</p>

	Create use case studies from successful clients using Azure. Large enterprises and verticals are penetrated best by using case studies from other players in the industry and network effect. I'll focus on building a case study with existing customers.	Drive awareness by identifying problems, offering education to help narrow down choices, building trust and making it easy to buy Synapse. This will essentially boost customer satisfaction as a solid foundation for loyalty.
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High-level plan:

Use the table in this section to list out your high-level plan:

Phase	Steps You're Planning to Take During the Phase
Short-term (3 months)	<p>Improve documentation:</p> <ul style="list-style-type: none"> - Create a documentation plan – an outline to guide the documentation team through the project: <ul style="list-style-type: none"> o What's currently out there? o Audit tickets with common user feedback / pain points related to vague documentation o Use a common style guide o Decide what software and tools will be used to manage the documentation o Agree on a documentational guidelines and templates o Set deadlines and final deliverables - Mark articles that need revision - Use templates for consistent on-page design and structure - Update documentation - Roll out the updates globally - Observe if # of support tickets related to vague documentation drop.
Mid-term (3-6 months)	<p>Increase market share in India</p> <ul style="list-style-type: none"> - Create a forum to let customers connect with other customers, letting them build the traffic - Run relevant promotions and special discounts for new customers - Partner with a local Meetup or IT community to talk about the benefits of using Synapse vs.

	AWS RedShift and Google BigQuery.
Long-term (6-12 months)	<p>Increase customer retention</p> <ul style="list-style-type: none"> - Start a customer retention program to identify, track, and custom promote to those customers who are most likely to become loyal, long-term sources of revenue. - Engage customers through social media - Create a forum to let customers connect with other customers. - Identify customers (followers) who are the most engaged with the product. Offer them incentives and coupon codes. - Deliver an outstanding customer experience <p>Expand active usage and engagement in Europe West and Asia East:</p> <ul style="list-style-type: none"> - Offer a free newsletter to inform potential customers and inform them about Synapse. - Promote Synapse on social media and SEO - Create case studies about the benefits of using Synapse, comparing it to AWS RedShit and Google BigQuery.

Phases in action - *Required*

Short-term (3 months)

Use the section below to describe your actions and how you're planning to achieve the KPIs you defined earlier:

Improve documentation to improve customer satisfaction:

- Review common user feedback / paint points
- Mark articles that need revision
- Hold a team meeting, agree on documentation guidelines
 - o Document with pictures wherever possible, because a picture is worth a thousand words.
 - o Give examples to let users quickly grasp concepts that they may not fully understand
 - o Provide step-by-step instructions, place them in an appendix with hyperlinks. Don't assume the user can figure out information and procedures on their own
 - o Check for spelling, grammatical and punctuation errors.
- Get peer reviews and make revisions

- Follow the instructions yourself
- Send them to a co-worker who's using the software for the first time and ask them to follow them. Ask them for feedback and take notes.
- Deliver and test – get real-world feedback
 - Contact users who have submitted support tickets related to vague documentation. Let them know the documentation has been updated, gauge their feedback.
- Create a maintenance and update schedule
 - Review periodically with new product releases or updates.
- Roll out the updates globally
- Compare # of support tickets before vs. after the updates

<https://plan.io/blog/technical-documentation/>

<https://www.techrepublic.com/blog/10-things/10-things-you-can-do-to-create-better-documentation/>

Mid-term (3-6 months)

Use the section below to describe your actions and how you're planning to achieve the KPIs you defined earlier:

Increase market share in India

- Partner with local Meetups or IT groups. Host info sessions about Azure Synapse Analytics. Distribute free 30-day trial codes at the meeting.
- Tell stories about companies using the product to grow their business. Make the stories relatable to the audience. Use messaging and content that tells a story which connects and resonates with the audience.
- Offer incentives for existing customers who refer their contacts to use Azure.
- Review web analytics data to understand the customer behavior for that region. Target customers with special offers.
- Work with marketing to create on-demand webinar and how-to videos.
- Target 6 new customers in 6 months, 2 new customers per month. ~60% in the first 3 month vs. now, 20% in the next 3 months, then 10% onwards.

Long-term (6-12 months)

Use the section below to describe your actions and how you're planning to achieve the KPIs you defined earlier:

Increase customer retention

- Gather qualitative data:

- Customer surveys
- Customer interviews
- Field teams
- Give customers a voice and a forum to connect with other customers.
- Implement a customer retention program
 - Implement a customer onboarding program
 - Identify risk customers to prevent churn
 - Follow up with customers who haven't been using the product for a certain period.
 - Reward the most profitable (VIP) customers.
 - Personalize the follow-up and contacts with the customers.

<https://www.superoffice.com/blog/customer-retention-programs/>

<https://www.superoffice.com/blog/customer-retention-tips-with-crm-software/>

Expand active usage and engagement in Europe West and Asia East:

- Create ad campaign about Synapse. Use keywords such as
 - Simple, intuitive
 - No coding experience required
 - Quick access and insight into your data
 - Limitless performance
 - True simplicity
 - Best price performance
 - Modern analytics platform
- Give incentives to customers to usage more capacity. Give them a promotional pricing for provisioned compute and storage when they reach a certain threshold.
- Create a Net Promoter Score. Implement it into the marketing and customer experience.
- Compare usage before vs. after in these two regions
- Compare Synapse's NPS vs. the industry NPS benchmarks.

Open items and risks - Optional

This section can remain blank but if it contains 3 (or more) points it'll make your report stand out. Typically you'd want to add items that you couldn't address using the data/knowledge/experience/etc. you have acquired but you thought about them and would like to have them here for further investigation.

Tips to Get Started:

- A few questions to help you get started: can you think of any compliance risks associated with expanding to new regions? What does migrating existing customers mean for your

portfolio? Can/will cannibalization be a good thing and what does it mean for revenue and gross margin in the short and long term? How much additional overhead can migrations produce? Will suggested product improvements affect retention? How does the proposed acquisition strategy affect/influence the later stages of growth funnel, i.e. activation, retention, revenue?

Use this section to list out any open items and risks you've identified:

Europe's startup scene is a great opportunity for Azure to expand their market share. While the largest tech communities are in London, Berlin, and Paris, the Eastern Europe region has developed a powerful tech ecosystem. To throw some numbers:

- There are 6 developers to every 1,000 inhabitants in Romania
- There are 4 developers to every 1,000 inhabitants in Ukraine

Because of the talent-rich human capital, Eastern Europe has become an attractive region for large and small business. The business culture has developed in the last years, attracting companies such as eBay, Siemens, Samsung Electronics, to name a few that all have offices in Kyiv.

With such talent, Eastern Europe has risen in the tech ecosystem. According to Wired, early-stage start-ups would turn to Estonia, Lithuania, Poland, and Romania to make their mark instead of London.

These are the top 20 fastest-growing tech hubs in Eastern Europe with the highest year-on-year growth (YOYG):

- Katowice, Poland: 101% YOYG
- Sofia, Bulgaria: 77% YOYG
- Lviv, Ukraine: 57 YOYG

Having an Azure Synapse Analytics Central Europe East regional availability will not only achieve possible fault tolerance and stability for our customers in that region, but it will also be a great opportunity to grow Synapse's market share. It will also allow the region to develop as an international center of innovation and technology. This is another growth opportunity, which involves building the data center, complying with GDPR, highest levels of security, compliance, and data protection.

<https://medium.com/techsylvania/this-is-eastern-europes-tech-momentum-1684e91e8f26>

The top tech cities in India according to the Digital Indian Cities Survey (2016) are:

- Bangalore
- Delhi
- Mumbai
- Hyderabad
- Pune
- Ahmedabad

- Chennai
- Jaipur
- Kolkata
- Chandigarh
- Mysore
- Thiruvananthapuram

These are all opportunities for expanding into the region.

<https://ceoworld.biz/2016/12/02/indias-top-12-tech-cities-digital-indian-cities-survey-2016/>

AWS vs Azure vs Google Cloud Market Share 2020: What the Latest Data Shows:

<https://www.parkmycloud.com/blog/aws-vs-azure-vs-google-cloud-market-share/>

Worldwide cloud infrastructure spending and annual growth
Canalys estimates, Q4 2019

Cloud service provider	Q4 2019 (US\$ billion)	Q4 2019 market share	Q4 2018 (US\$ billion)	Q4 2018 market share	Annual growth
AWS	9.8	32.4%	7.3	33.4%	33.2%
Microsoft Azure	5.3	17.6%	3.3	14.9%	62.3%
Google Cloud	1.8	6.0%	1.1	4.9%	67.6%
Alibaba Cloud	1.6	5.4%	1.0	4.4%	71.1%
Others	11.6	38.5%	9.3	42.4%	24.4%
Total	30.2	100.0%	22.0	100.0%	37.2%



Note: percentages may not add up to 100% due to rounding
Source: Canalys Cloud Channels Analysis, January 2019

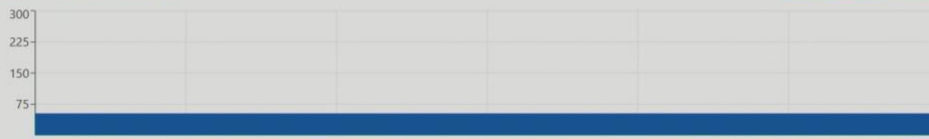
Azure Synapse Analytics vs. AWS RedShift vs. Google BigQuery:

<https://azure.microsoft.com/en-us/services/synapse-analytics/#overview>

Concurrent Load Dashboard

0 150 2500 10000
TEAM DEPARTMENT DIVISION ENTERPRISE

Azure Synapse Analytics

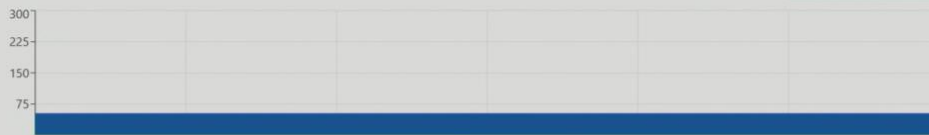


Avg. response time:
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Query Status

50
Successful
0
Queued
0
Failed

AWS Redshift

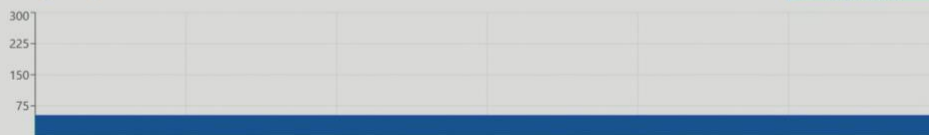


Avg. response time:
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Query Status

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Successful
0
Queued
0
Failed

GCP BigQuery



Avg. response time:
0:00:03:31

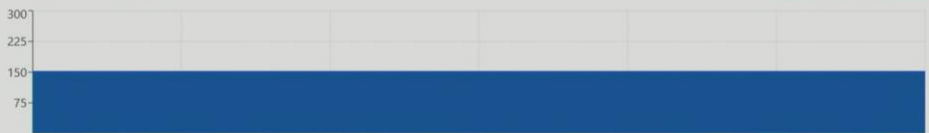
Query Status

50
Successful
0
Queued
0
Failed

Concurrent Load Dashboard

0 50 150 2500 10000
TEAM DEPARTMENT DIVISION ENTERPRISE

Azure Synapse Analytics



Avg. response time:
0:00:00:12

Query Status

150
Successful
0
Queued
0
Failed

AWS Redshift

Warning - Concurrent query rate causing queueing



Avg. response time:
0:00:03:00

Query Status

88
Successful
62
Queued
0
Failed

GCP BigQuery

Exceeded rate limits: too many concurrent queries for this project_and_region



Avg. response time:
0:00:05:49

Query Status

100
Successful
0
Queued
50
Failed

