



THE  
TECHNOLOGY  
PROVIDER



# Azure Ambassador at Sea

## Microsoft Fabric, Copilot and AI

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*Azure Technical Pre-Sales Data & AI*



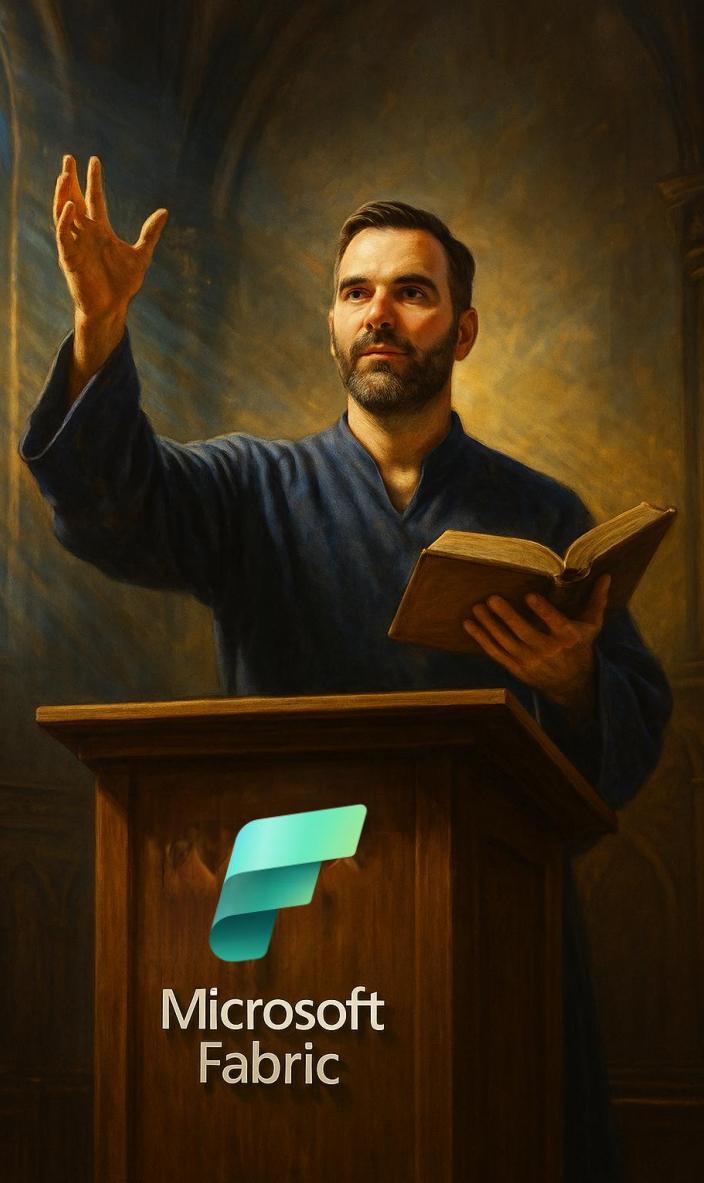
# Agenda (1/2)

| Time                      | Topic   |
|---------------------------|---|
| 11:00 – 11:05 a.m.        | Welcome and introduction  |
| 11:05 – 11:15 a.m.        | Why Fabric? Why Now? Why should I care?   |
| 11:15 – 11:35 a.m.        | Microsoft Fabric Overview   |
| 11:35 – 11:45 a.m.        | Setting up Fabric [DEMO]  |
| <b>11:45 – 11:55 a.m.</b> | <b>Short Break</b>  |
| 11:55 – 12:00 a.m.        | Making sure everyone has access to our sandbox environment  |
| 12:00 – 12:35 p.m.        | Let's build a multicloud data warehouse (Snowflake, Azure and Fabric) [DEMO and <b>HANDS-ON LAB</b> ] |
| 12:35 – 01:00 p.m.        | Azure AI Services ❤️ Fabric (Fabric Data Agents, Chat with your data, Copilot Studio, Foundry) [DEMO] |
| 01:00 – 01:10 p.m.        | GitHub + Azure Integration [DEMO]   |
| 01:10 – 01:30 p.m.        | 1st Q&A session   |
| <b>01:30 – 2:30 p.m.</b>  | <b>Lunch break</b>  |

# Agenda (2/2)

| Time               | Topic  |
|--------------------|--|
| 02:30 – 02:35 p.m. | Welcome back   |
| 02:35 – 02:55 p.m. | Setting up a gold layer semantic model [DEMO and HANDS-ON LAB]         |
| 02:55 – 03:05 p.m. | Building a simple data agent for our gold data [DEMO and HANDS-ON LAB] |
| 03:05 – 03:20 p.m. | Playtime [HANDS-ON LAB]  |
| 03:20 – 03:30 p.m. | 2nd Q&A and wrap up  |

# Who am I?



## Role & Focus

- ▶ Microsoft Center of Excellence | Azure technical pre-sales Data & AI
- ▶ Fabric & Power BI Specialist (DP-203, DP-600, DP-700, PL-300, AZ-305, AZ-104, AI-900, AZ-900)
- ▶ 12 years as a consultant helping organizations design and deliver analytics solutions using the full Azure & Fabric data stack.
- ▶ Since this year part of ALSO's team, trying to help partners getting on track when it comes to Fabric

## Personal

- ▶ Outside of work I also build systems that “click”, together with my two boys
- ▶ When I’m not stepping on Lego bricks, I’m freediving (deep, far and long)
- ▶ I am based in Berlin
- ▶ One wife, two kids

## Why this session matters

Because a robust, easy to use data platform, that assembles seamlessly, stand firm under change, and deliver value without falling apart, is crucial for every company – especially when they want to dabble around in AI.

And today we dive into how Microsoft Fabric helps us build that kind of platform.



**Why Fabric? Why now?  
Why should I care?**

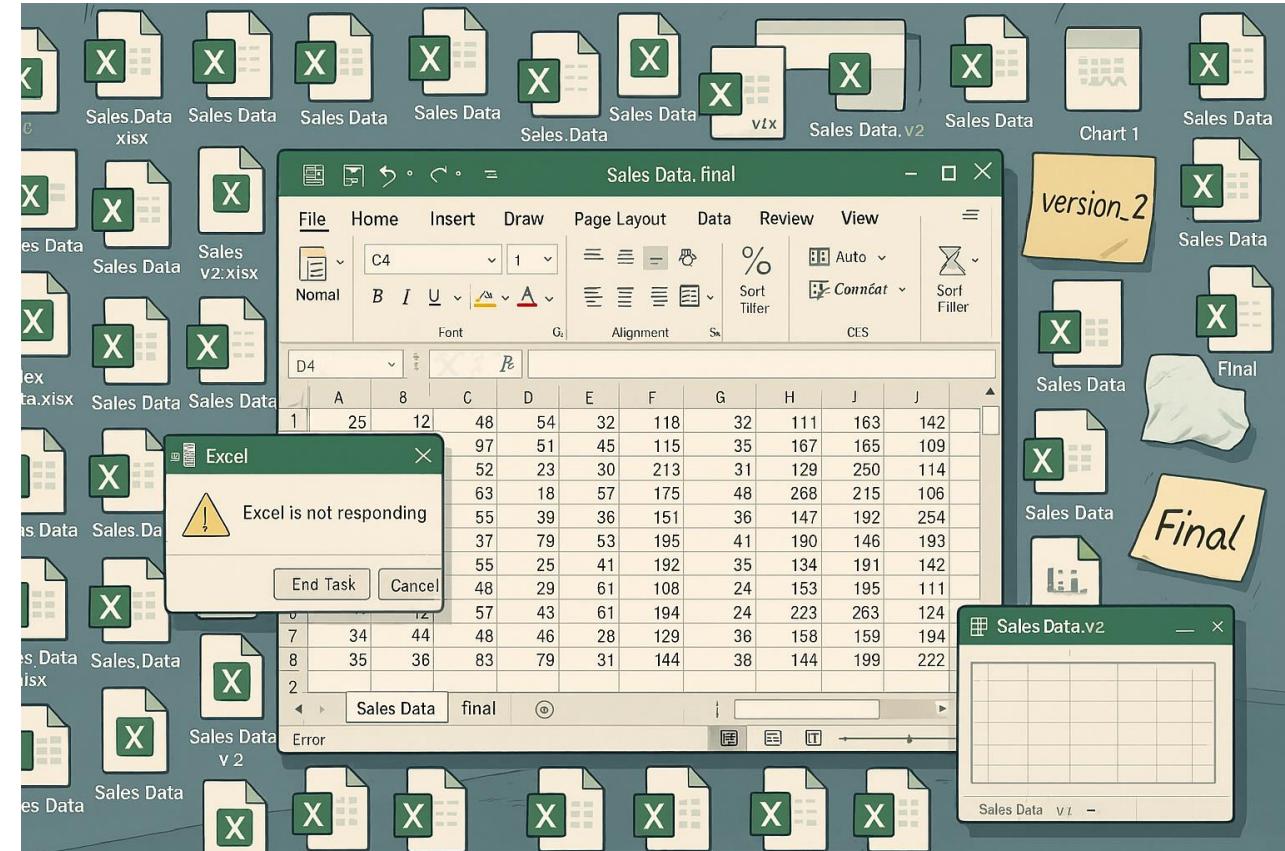
# Why Fabric?

- ▶ From SMB to Enterprise companies, all your customers deal with data every day



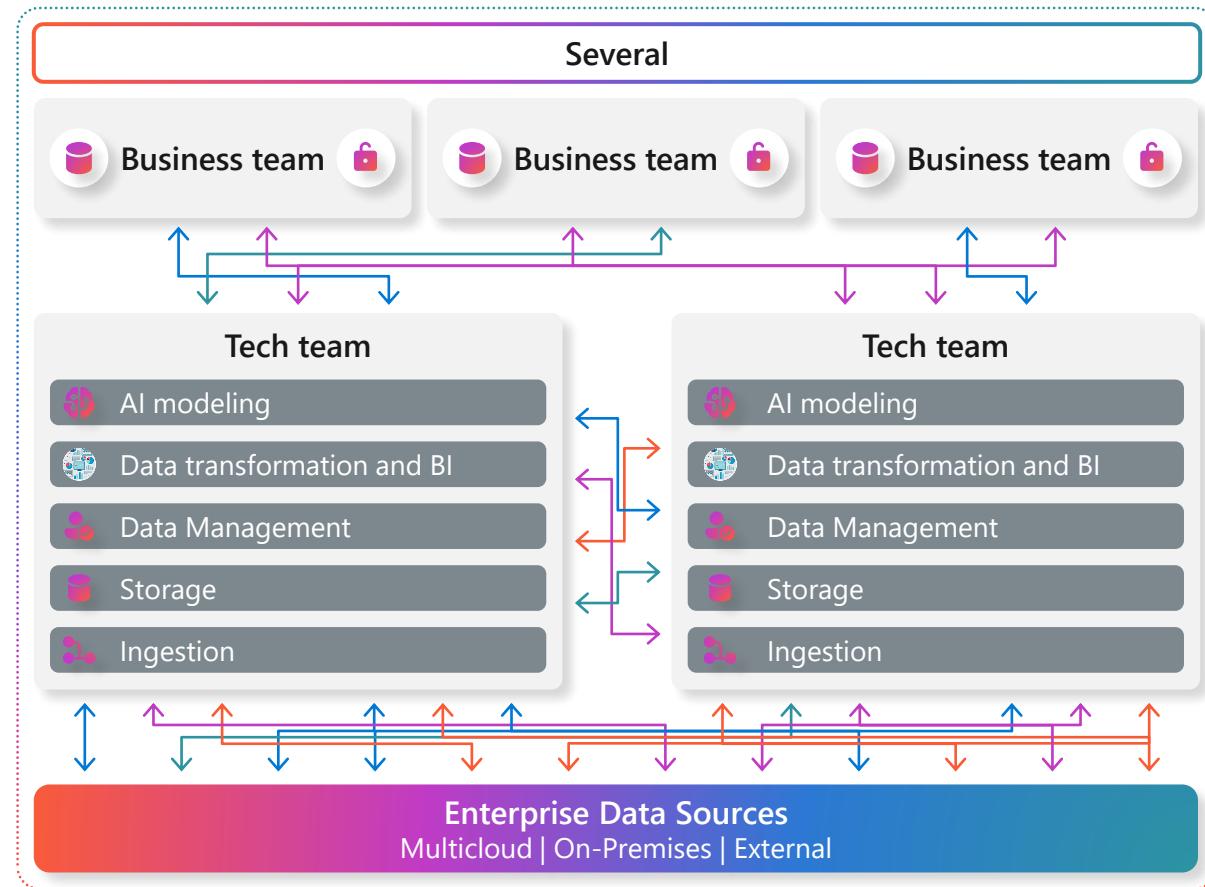
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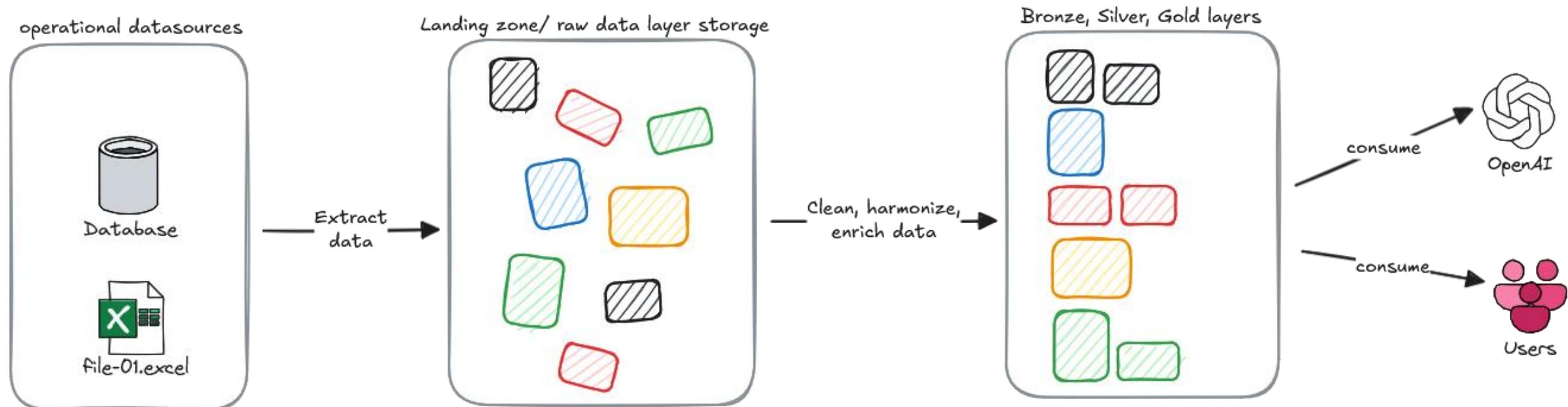
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- From SMB to Enterprise companies, all your customers deal with data every day



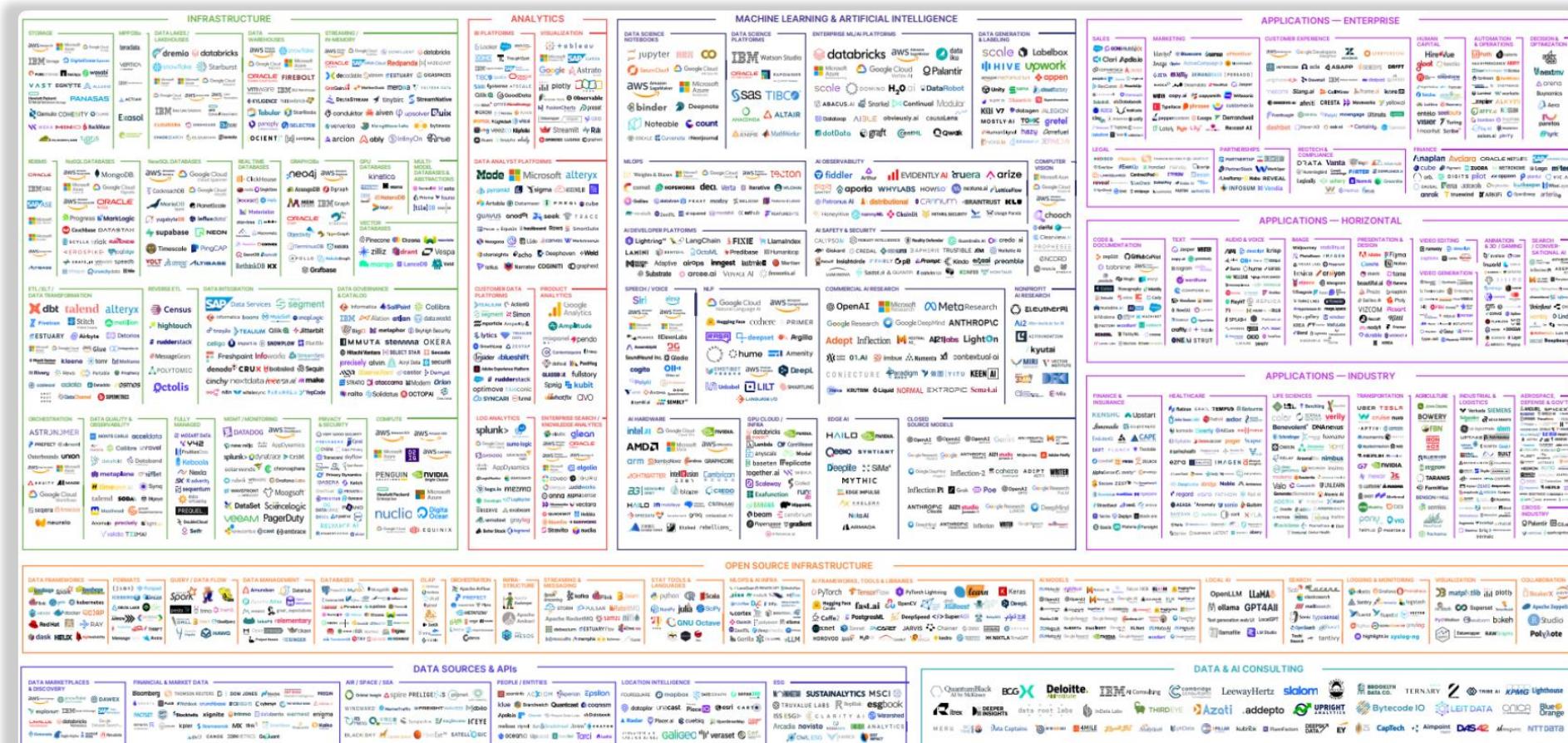
# Why Fabric?

- The solution? A real data platform covering the whole data journey.



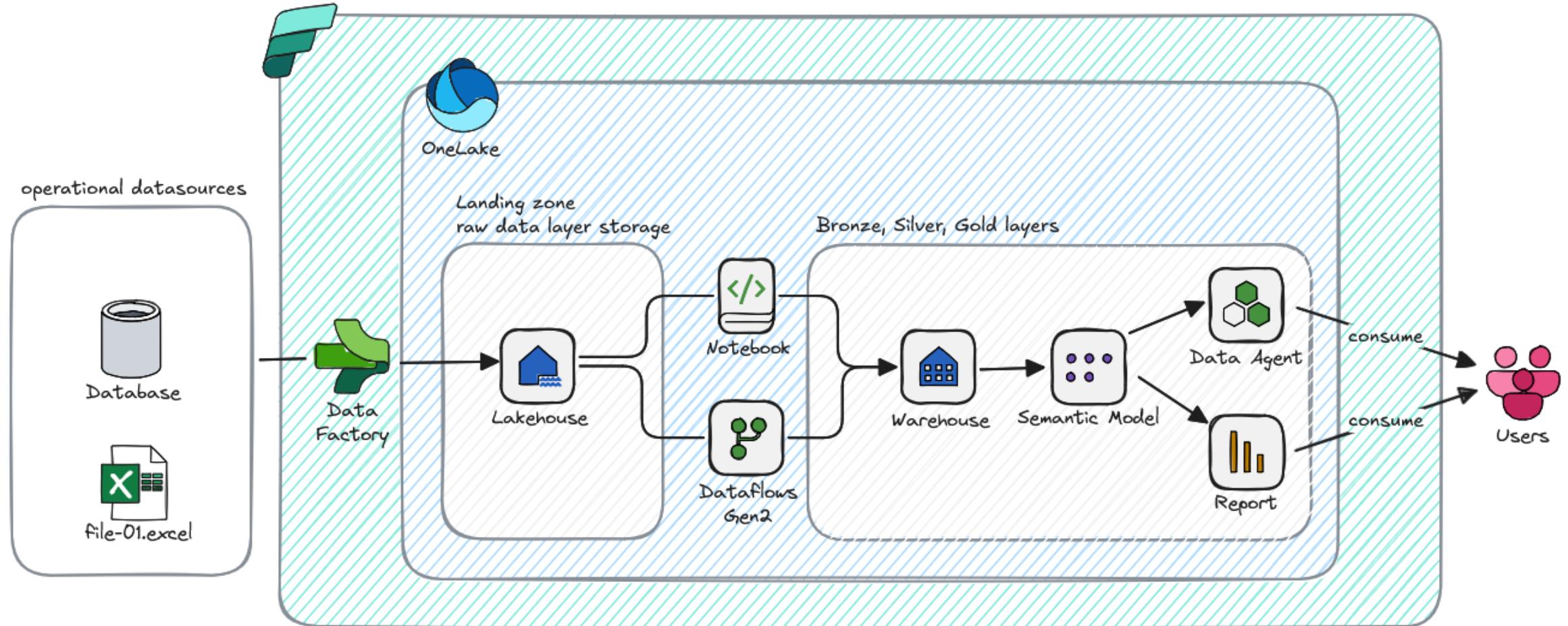
# Why Fabric?

► The next problem? Options overload...



# Why Fabric?

- ▶ Fabric is just “one product” helping you to solve the problem throughout your whole data journey



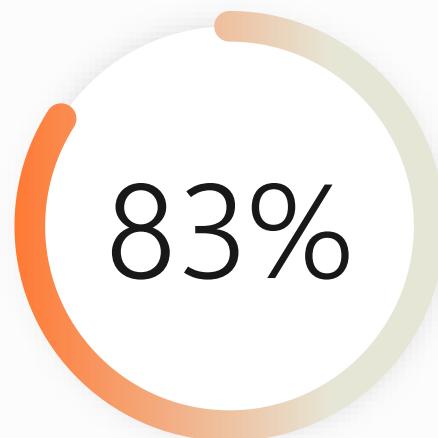
# Why Fabric?

- ▶ Fast to get going. If requirements are met, we are talking two minutes, and you are ready to go.
- ▶ No tinkering around to get your different workloads to “speak to each other”.
- ▶ Secure out of the box. With a direct integration with Entra ID you can setup permissions for people, groups and other Azure Services in a breath.
- ▶ Business teams can easily manage Fabric without the need to bother IT.
- ▶ Using low-code and no-code tools in Fabric enables business users to do light weight data engineering themselves (self-service). This can unclog bottlenecks present with dedicated data & analytics teams, needing sometimes months or even years to implement something new.
- ▶ Having business units using self-service frees up valuable IT resources and can accelerate innovation across departments
- ▶ Savings on software, infrastructure and operational personnel lowers the TCO and initial invest needed, compared of doing a data-platform on premise or “from scratch” in the cloud.

# Why now?

- ▶ Everybody wants to do AI, but...

## AI is only as good as the data it's grounded on



of senior business leaders said their organization's AI adoption would be faster if they had stronger data infrastructure in place



of top-performing companies have implemented data modernizations

Sources: [Gartner](#), [EY](#)

# Why should I (you) care?

The total TAM for analytics and business intelligence is around **\$48B in FY25** and should be around **\$72B by FY27** according to IDC.



\$48B in FY25  
↓  
**\$72B in FY27**

# Why should I (you) care?

All users

**Services and solutions<sup>1</sup>**

**\$26**

user/month

Microsoft 365 Copilot users

**CSP margin and incentives<sup>2</sup>**

**\$6**

user/month

## 2025 study findings<sup>1</sup>

- ✓ 152% increase in direct AI revenue YoY
- ✓ 72% growth in AI advisory services
- ✓ Solution dev revenue growing fastest driven by agents

"Across all solution areas, our AI business has grown twice as fast as everything else."

—Microsoft partner

1) The Impact of AI On Microsoft Modern Work Partner Revenue. Source: 2025 Modern Work Partner Total Economic Impact™ study, a commissioned study conducted by Forrester Consulting on behalf of Microsoft

2) Based on Microsoft CSP price list and incentives as of June,, 2025

# Why should I (you) care?

## Azure Accelerate offers

Partner nominated

Microsoft field nominated

| Comprehensive solution play coverage       |   |  |  |   |  |   |   |   |
|--|---|--|--|---|--|---|---|---|
| Migrate and modernize your estate          |   |  | Innovate with Azure AI apps and agents |   |  | Unify your data platform                              |   |   |
| Plan                                       |   |  |  | Implement                                   |  |   |   |   |
| Project Size<br>(1 <sup>st</sup> year ACR) | T-shirt size<br>(in MCI)                    | Partner Funding<br>(Assessment + POV)                | Azure Access<br>sandbox                | T-shirt size<br>(in MCI)                    | Partner Funding <sup>3</sup><br>(Landing zone build/review + production go-live) |   |   | Cloud Accelerate<br>Factory<br>(delivery assistance)  |
| \$5K - \$15K                               | N/A   | N/A  | N/A                                    | XXS   | \$2,000  | \$3,000   | \$3,000   | Migrate SAP   |
| \$15K - \$50K                              |   |  |  | XS  | \$6,500  | \$7,000   | \$10,000  | Migrate and Modernize VMware                          |
| \$50K - \$100K                             | Standard                                    | \$15,000   | Available <sup>1</sup>                 | S   | \$15,000   | \$25,000  | \$45,000  | Migrate to AVD  |
| \$100K - \$250K                            |   |  |  | M   | \$35,000   | \$75,000  | \$100,000   |   |
| \$250K - \$500K                            | Large                                       | \$25,000   |  | L   | \$75,000   | \$85,000  | \$175,000   |   |
| \$500K - \$2.5M                            | N/A   | Up to \$50,000<br>(at 20% of 1 <sup>st</sup> yr ACR) |  | N/A   | \$100K - \$500K<br>(at 20% of 1 <sup>st</sup> yr ACR)                            | \$150K - \$500K<br>(at 30% of 1 <sup>st</sup> yr ACR) | \$150K - \$500K<br>(at 30% of 1 <sup>st</sup> yr ACR) | \$100K - \$500K<br>(at 20% of 1 <sup>st</sup> yr ACR) |
| \$2.5M+                                    | Large project offers available <sup>4</sup> |  |  | Large project offers available <sup>4</sup> |  |   | Included<br>(for Win/SQL/Linux projects)              | Up to 10% of<br>1 <sup>st</sup> year ACR              |

1. For select scenarios. Requires partners to co-sell with Microsoft field sales team. Available through Microsoft field nomination.

2. Additional incentive of 15% on Core Migrate and Modernize payout for including Microsoft Defender for Cloud

3. Market A rates shown. Market B rates also apply.

4. For projects >\$2.5M/year ACR, Microsoft field can nominate for additional investments

Note: Strategic accounts are supported only via Microsoft field-nominated path and for all project sizes (e.g. \$5K - \$2.5M).

Partner-nominated customer criteria: Majors, SMC-Corporate and select SMB customers with a valid TPID detected by Microsoft internal systems (Strategic accounts are not eligible).

# Microsoft Fabric Overview

# Microsoft Fabric Overview – Modern Data for AI enablement

From

To

Multiple analytics services

» Unified stack

Disconnected data sources

» All the data in one place

Isolated application

» Entire estate

GenAI bolt on

» Powered by AI

# Microsoft Fabric Overview – Modern Data for AI enablement



Data  
Factory



Real-Time  
Intelligence



Databases



Analytics



Industry  
Solutions



Power BI



Partner  
solutions



Copilot in Fabric



OneLake



Microsoft Purview

# Microsoft Fabric Overview – Licenses and Pricing



## COMPUTE

A shared pool of capacity that powers all capabilities in Microsoft Fabric.

Pay-as-you-go and 1-year Reservation.



## STORAGE

A single place to store all data.

Pay-as-you-go (~20\$ per TB/month).

# Microsoft Fabric Overview – Licenses and Pricing

Fabric capacity is priced uniquely across regions. The following table shows the pricing at **US West 2** for reference. Fabric capacity can be purchased at Azure portal. Visit [Fabric pricing page](#) for more details.

1 CU pay-as-you-go price at US West 2 \$0.18/hour

| SKU       | Capacity unit (CU) | Pay-as-you-go (monthly) | Reservation (monthly)<br>~40.5% saving over Pay-as-you-go |
|-----------|--------------------|-------------------------|---|
| F 2       | 2                  | \$262.8                 | \$156.334   |
| F 4       | 4                  | \$525.6                 | \$312.667   |
| F 8       | 8                  | \$1,051.2               | \$625.334   |
| F 16      | 16                 | \$2,102.4               | \$1,250.667   |
| F 32      | 32                 | \$4,204.8               | \$2,501.334   |
| P1 F 64   | 64                 | \$8,409.6               | \$5,002.667   |
| P2 F 128  | 128                | \$16,819.2              | \$10,005.334  |
| P3 F 256  | 256                | \$33,638.4              | \$20,010.667  |
| P4 F 512  | 512                | \$67,276.8              | \$40,021.334  |
| P5 F 1024 | 1024               | \$134,553.6             | \$80,042.667  |
| P6 F 2048 | 2048               | \$269,107.2             | \$160,085.334   |

Note:

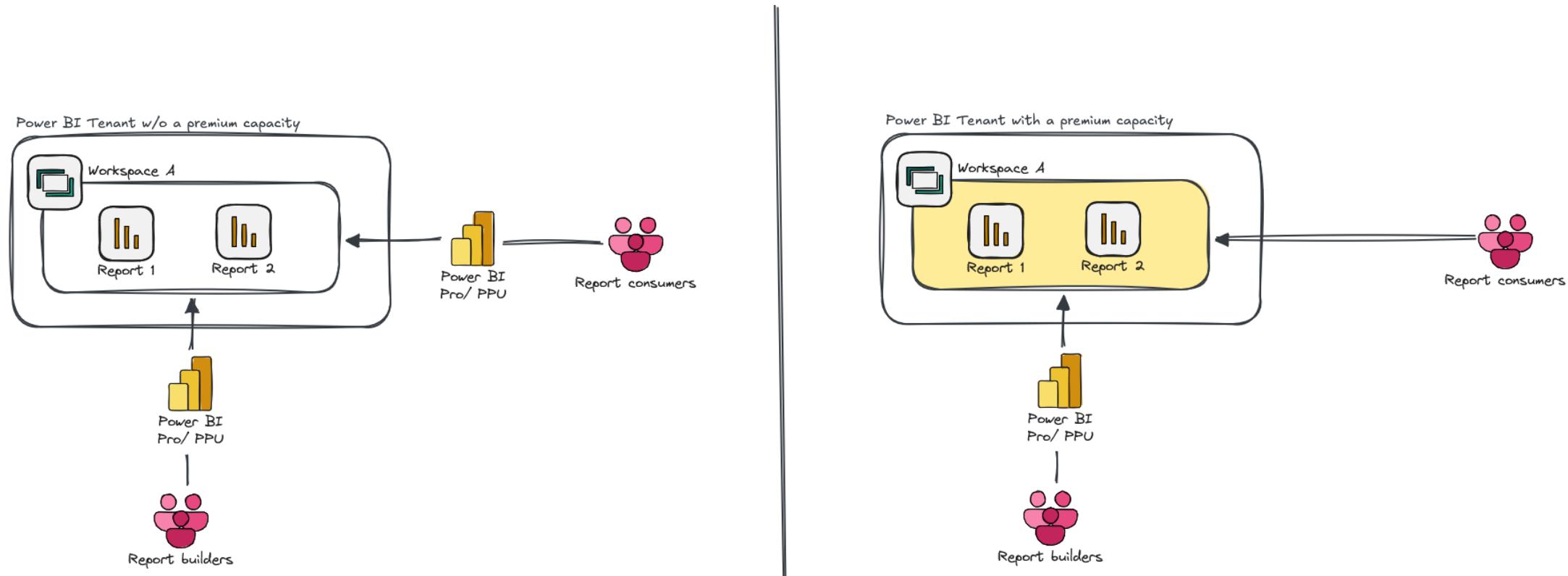
1. 1 CU PAYGO monthly rate calculation:  $\$0.18 \times 730 = \$131.4$ . F2 =  $\$131.4 \times 2 = \$262.8$
2. 1 CU RI monthly rate calculation: Round  $(\$0.18 \times (1 - 0.405) \times 730 \times 12, 0) / 12 = \sim \$78.166$ ...F2 RI =  $\sim \$78.166 \times 2 = \sim \$156.334$
3. Power BI Pro license is required for all Power BI Premium ("P") and Fabric Capacity ("F") SKUs to publish Power BI content to

Microsoft Fabric. Enabling content consumers to review and interact with Power BI reports without additional paid per-user licenses is available at P1 and above (and F64 and above).



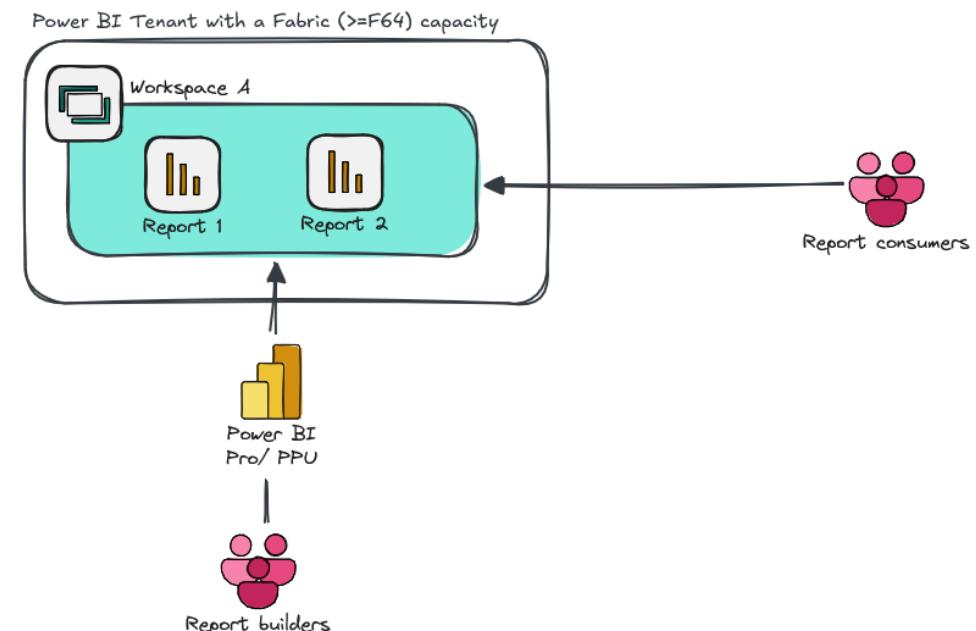
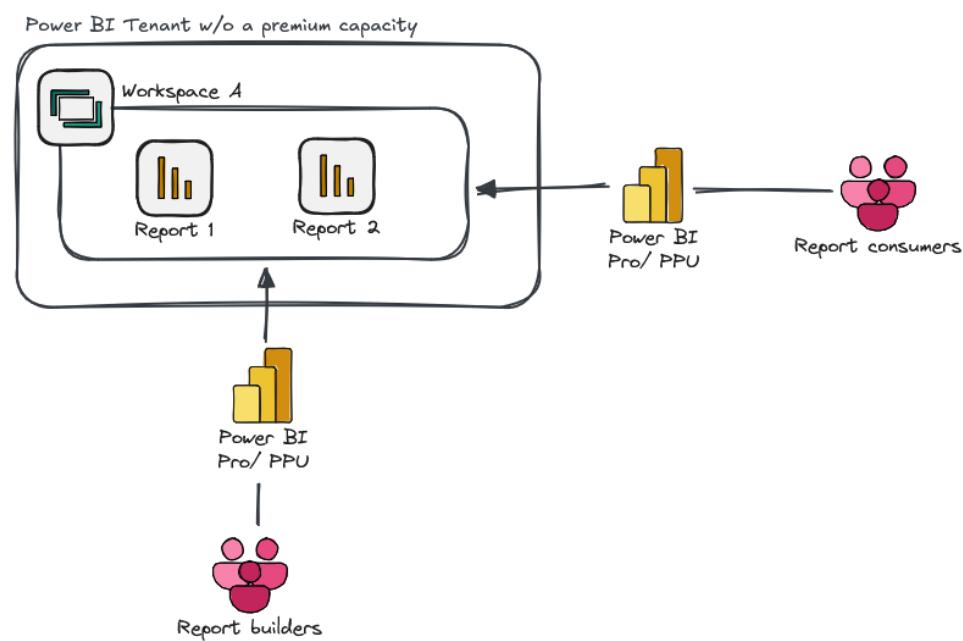
# Microsoft Fabric Overview – Licenses and Pricing

- ▶ Traditionally in Power BI each user needs a separate Power BI Pro/ PPU licenses to use Power BI
- ▶ Except a capacity is used, then Report consumers don't need a license



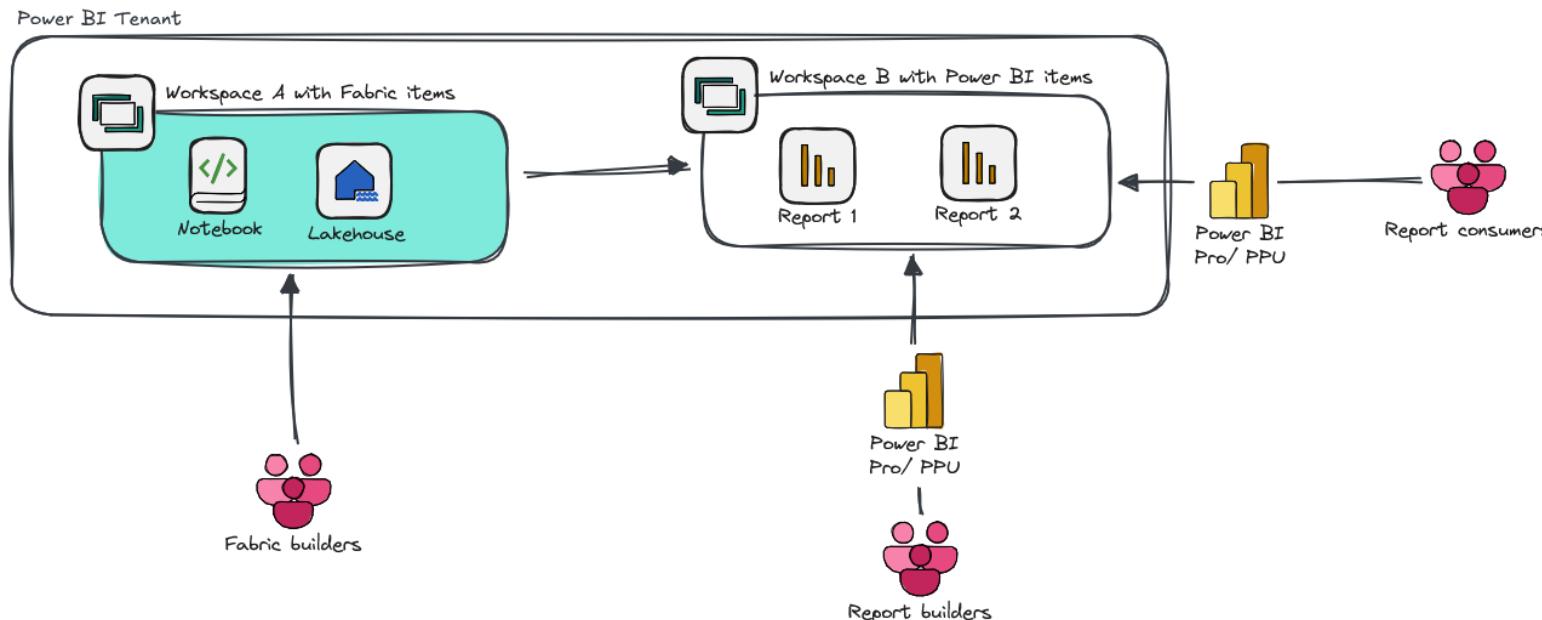
# Microsoft Fabric Overview – Licenses and Pricing

- In Fabric this stays basically the same for the PBI part, when we use a F64 or above



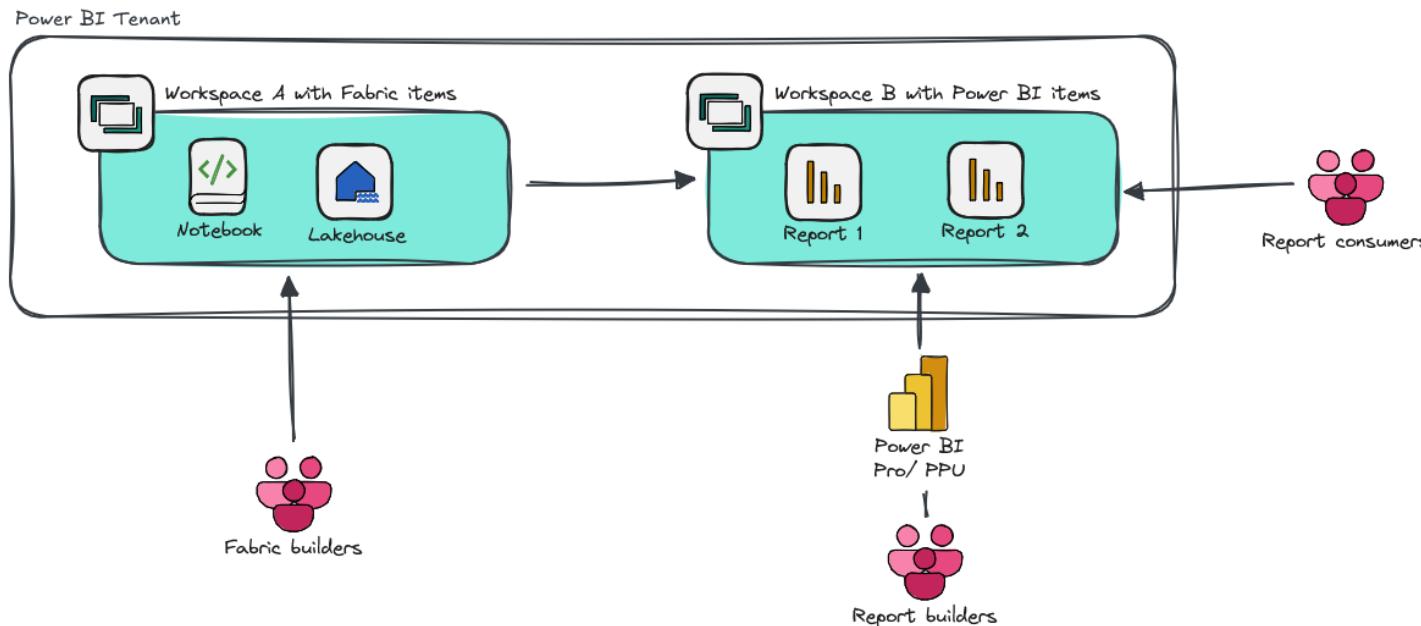
# Microsoft Fabric Overview – Licenses and Pricing

- ▶ But in Fabric there is more than Power BI...
- ▶ To use and build Fabric only items, users don't need a special license, but the workspace needs to be backed by a Fabric Capacity (starting at F2)
- ▶ So “hybrid” scenarios are common where Fabric items and Power BI items are separated and only Fabric workspaces live on a Fabric capacity



# Microsoft Fabric Overview – Licenses and Pricing

- ▶ When we operate an F64 or above Fabric SKU (equivalent to the old P1 SKU), then we can eliminate also the Power BI Pro/ PPU licenses from the report consumers and save some money
- ▶ Be aware that in this scenario the needed compute for the Reports will drain your Fabric SKU



# Microsoft Fabric Overview – Licenses and Pricing



Copilot in Fabric is no longer limited to customers who have purchased Fabric capacity (F64 or higher) or Power BI Premium capacity (P1 and above), but is not included in the Fabric free account or trial or Power BI per user licenses



You can simply count Copilot usage against your existing Fabric or Power BI Premium capacity



Copilot usage is measured by the number of tokens processed. Tokens can be thought of as pieces of words. Approximately 1,000 tokens are about 750 words. Prices are calculated per 1,000 tokens, and input and output tokens are consumed at different rates

| Operation in Metrics App | Description           | Operation Unit of Measure | Consumption rate |
|--------------------------|-----------------------|---------------------------|------------------|
| Copilot in Fabric        | The input prompt      | Per 1,000 Tokens          | 400 CU seconds   |
| Copilot in Fabric        | The output completion | Per 1,000 Tokens          | 1,200 CU seconds |

See full details here: <https://aka.ms/Copilot-Billing-Docs>



# Microsoft Fabric Overview – Licenses and Pricing

## The Clockmaker's Secret

In the quiet town of Alderbrook, nestled between rolling hills and whispering pines, lived an old clockmaker named Elias. His shop sat at the corner of Market Street, a small wooden building with a faded sign that read: "Time Restored." People often passed by without noticing, but those who stepped inside found themselves in a world where time seemed to hum softly in the air.

Elias was a man of few words. His hair was silver, his hands steady, and his eyes carried the calm of someone who had spent decades listening to the tick and tock of countless clocks. He repaired everything—from grand pendulum clocks to delicate pocket watches—but what made his shop special was the sense of peace it offered. Customers often lingered, drawn by the rhythmic harmony of gears and springs.

One autumn morning, as golden leaves danced along the cobblestones, a young woman named Clara entered the shop. She carried a small, ornate watch, its casing engraved with tiny stars. "It belonged to my grandfather," she said softly. "It stopped yesterday. Can you fix it?"

Elias took the watch gently, turning it in his hands. "Beautiful piece," he murmured. "French design, early 1900s." He wound the crown, listened, and frowned. "The mechanism is intact, but..." He hesitated, then smiled. "Leave it with me."

Clara nodded, her eyes lingering on the rows of clocks lining the walls. Each one ticked at its own pace, yet together they formed a strange, soothing symphony. She left the shop feeling lighter, though she couldn't explain why.

That evening, Elias sat at his workbench under the glow of a single lamp. He opened the watch carefully, revealing its intricate gears. But as he examined it, something unusual caught his eye—a tiny inscription hidden beneath the balance wheel. It read: "*When the stars align, time will reveal the truth.*"

Elias leaned back, puzzled. He had seen countless watches, but never one with a message like this. He traced the letters with his fingertip, wondering what truth it spoke of. Outside, the wind rustled through the trees, and the town clock struck midnight.

Over the next few days, Elias worked on the watch, polishing its gears and adjusting its springs. Yet every time he tried to restart it, the hands refused to move. It was as if the watch was waiting for something.

One night, as Elias locked up the shop, he noticed the sky ablaze with stars. A rare alignment shimmered above—the kind astronomers spoke of only once in decades. On impulse, he returned to his workbench, placed the watch under the starlight streaming through the window, and wound the crown once more.

To his astonishment, the watch began to tick.

But that wasn't all. As the hands moved, the air in the shop seemed to ripple. The ticking grew louder, echoing like distant bells. Elias felt a strange pull, as if time itself was bending. Then, in a flash, he was no longer in his shop.

He stood in a sunlit meadow, the scent of wildflowers in the air. Before him was a man—tall, smiling, with eyes that mirrored Clara's. "You found it," the man said warmly. "Thank you."

Elias stammered, "Where... am I?"

"In a memory," the man replied. "This watch holds the moment I wanted my granddaughter to see—the day I promised her family would always endure."

The meadow shimmered, and Elias felt tears prick his eyes. He understood now: the watch wasn't broken. It was a vessel, carrying a fragment of time, waiting for the right stars to awaken it.

When Elias opened his eyes, he was back in his shop. The watch ticked steadily, its hands pointing to midnight. He placed it in a velvet box, his heart heavy yet full.

The next morning, Clara returned. Elias handed her the watch, saying only, "It works now."

She smiled, winding it gently. "Thank you," she whispered, unaware of the secret it carried.

As she left, Elias watched her disappear into the golden light. He turned back to his clocks, their ticking like quiet applause. For the first time in years, he felt the weight of time—not as something to measure, but as something to cherish.

Ende des Dokuments ■



# **Setting up Fabric [DEMO]**

# Setting up Fabric [DEMO]

- ▶ Login to <https://portal.azure.com> as an Admin
  - ▶ Create a new Fabric Capacity
- ▶ Login to <https://powerbi.com> as the Admin
  - ▶ Add our business as a Contributor
- ▶ Login to <https://powerbi.com> as the business user
  - ▶ Create a new workspace with our capacity
  - ▶ Create a lakehouse

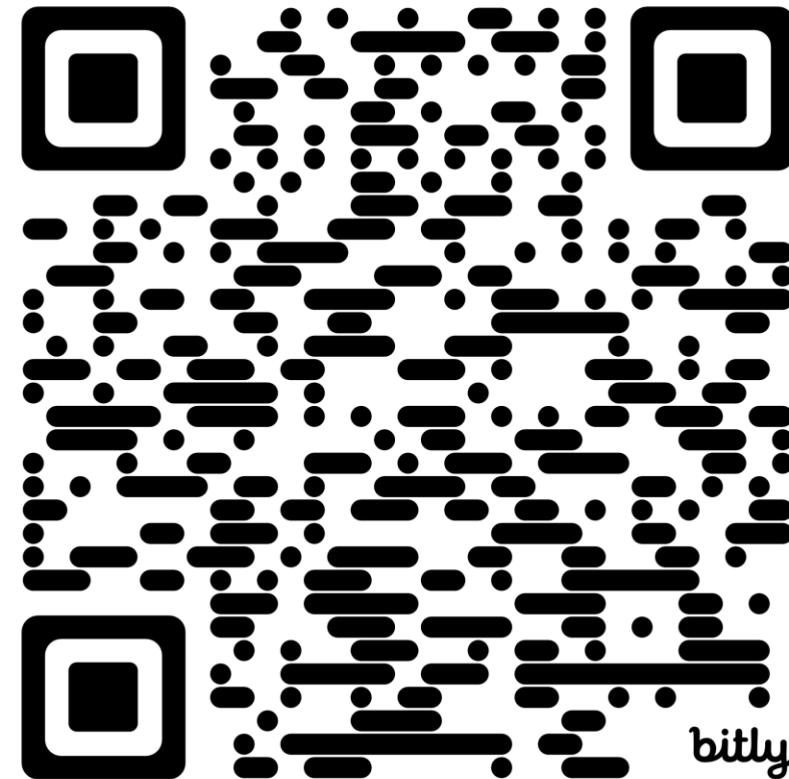
**10 minute break**

+

# Let's build a multicloud DWH

## [HAND-ON LAB]

# Let's build a multicloud DWH [HANDS-ON LAB]



<https://bit.ly/ALSOAAS>



# Azure AI Services ❤ Fabric

## [DEMO]

# [DEMO] Fabric Data Agents

- ▶ “Contoso Sales Agent (SQL Endpoint)” → Just put on top of SQL endpoint
- ▶ “Contoso Sales Agent (simple)” → Just put on top of the semantic model
- ▶ “Contoso Sales Agent (SQL - enhanced)” → Put on top of SQL endpoint and given instructions what he needs to know about structure and the data he can find.

The screenshot shows the ALOS (Azure Fabric) interface with the title "Contoso Sales Agent (SQL - enhanced)". The left sidebar includes links for Home, Copilot, Create, Browse, OneLake catalog, Apps, and Metrics. The main area has tabs for Home, Agent instructions, Publish, and Revert to published version. A search bar is at the top right. The "Test the agent's responses" section contains a button to "Analyze recent data for any outliers". A callout box displays analysis results: "I analyzed the most recent sales data and found several notable outliers in sales, margins, and costs. Here are the highlights: Outliers Detected: • Many high-value items such as projectors, coffee makers, refrigerators, HDTVs, and laptops had significant outliers across sales amount, margin, and cost. • The Online Store had the majority of these high-value, high-margin transactions. Some physical Contoso Stores (such as Flevoland, Alaska, Maine, Hessen, New Brunswick, Nunavut, Nebraska, Nevada, and Freistaat Thüringen) also appeared. • Specific products with outlier flags include the Proseware Projector 1080p LCD86 (White), Adventure Works Coffee Maker Auto 10C M100 (Silver), Fabrikam Refrigerator 24.7CuFt X9800 (Blue), WWI Projector 1080p DLP86 (Black), Adventure Works 52" LCD HDTV X590 (Brown), among others."



# [DEMO] Chat with your data

The screenshot shows the Power BI Copilot interface. On the left, there's a vertical navigation bar with icons for Home, Copilot (which is selected), Create, Browse, OneLake catalog, and a grid icon. The main area has a header with the Power BI logo, a search bar, and a trials activated message (12 days left). Below the header, it says "Copilot Preview". On the right, there's a "Clear chat" button and three dots. In the center, a message bubble from "Copilot" (AI-generated content may be incorrect) asks: "From my Contoso Sales, who is my biggest buyer when it comes to number of orders?". The response below says: "The biggest buyer by number of orders is Martino F Schiavone, with a total of 8 orders." It also shows a card for "Contoso Sales Agent (SQL - enhanced)" with a count of 1. At the bottom, there are like and dislike buttons.

From my Contoso Sales, who is my biggest buyer when it comes to number of orders?

Copilot AI-generated content may be incorrect

The biggest buyer by number of orders is Martino F Schiavone, with a total of 8 orders.

1 | Contoso Sales Agent (SQL - enhanced)

# [DEMO] Copilot Studio

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The screenshot shows the Microsoft Copilot Studio interface for a 'Contoso Sales Agent'. The left sidebar includes icons for Home, Create, Agents (selected), Flows, Tools, and more. The main header has a 'Copilot Studio' logo and the title 'Contoso Sales Agent'. The top navigation bar includes links for Overview, Knowledge, Tools, Agents, Topics, Activity, Evaluation, Analytics, and Channels. The 'Overview' tab is active.

**Instructions**

# Who are you  
You are helping our sales people. For this you have access to all our historic sales data.

# Instructions about being transparent to your users  
When asked about things, please make sure to not only provide the keys from our sales fact table, but to use the dimensions to get the real names of people, products and stores.  
when in doubt, please ask the user what he meant.

when you don't know an answer because data is missing, don't make up new data and state the problem to your user.

# Common query instructions  
Please be aware that the underlying database is case sensitive. So when you search for strings, make sure to put everything in a `lower()` function first.

# Instructions about KPIs  
When someone asks about sales, make sure to use the Quantity and Net Price information to calculate the Total Sales Price for this order item.

When someone asks about the associated costs, use the Quantity and Unit Cost information to calculate the Total Cost.  
Our Margin of a sale is then simply 'Total Sales Price' - 'Total Cost'.

# Instructions about products  
Our product table has category and subcategory fields. When using those to filter down for specific products, make sure to query them first so you only use categories that are really there.

# Instructions about orders  
Orders can have a single item (LineNumber) or consist of multiple lines. When a user asks for an order, please make sure to consider all associated 'LineNumber's of the 'OrderKey'.

**Knowledge**

Add data, files, and other resources to inform and improve AI-generated responses.

**Contoso Sales Data** Ready ...

[See all](#)

# [DEMO] Foundry

Microsoft Foundry / fabric-foundry-agent-test / Agents

New Foundry Docs All resources mf-foundry-playground (germanywestcentral, S0) MA

## Create and debug your agents

[My agents](#) [My threads](#)

+ New agent Refresh Delete Copy

| Name                | ID         | Model |
|---------------------|------------|-------|
| Contoso Sales Agent | [REDACTED] | gpt-4 |

Search Filter Columns

< Prev Next > 10/Page

**Knowledge (1)** + Add

- Contoso-Sales-Agent-SQL-enhanced ...

**Actions (0)** + Add

Actions give the agent the ability to perform tasks. [Learn more](#)

**Connected agents (0)** + Add

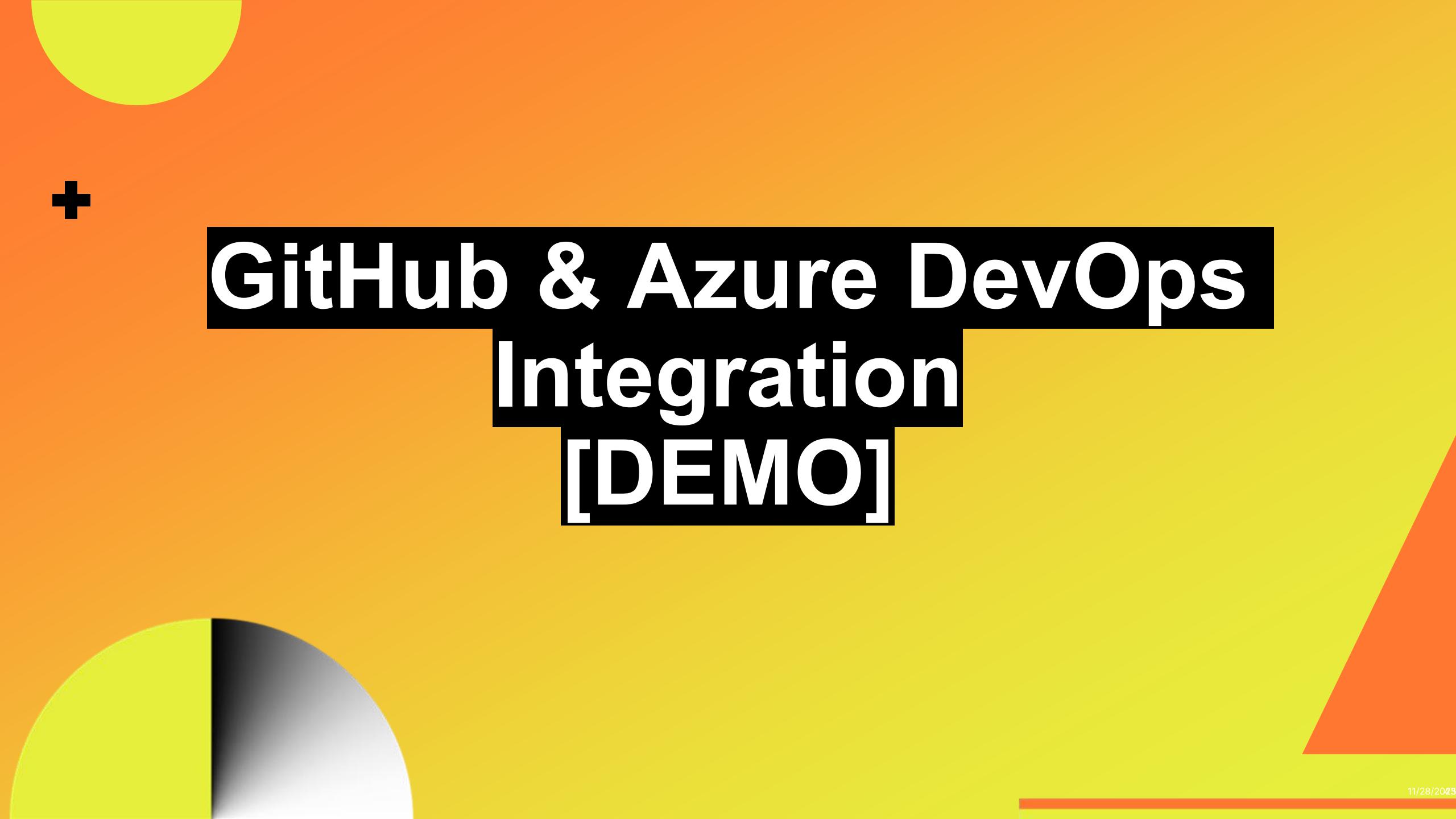
Hand-off thread context to other agents to focus on specialized tasks. [Learn more](#)

**Model settings**

Temperature ⓘ

1

Overview Model catalog Playgrounds Build and customize Agents Templates Fine-tuning Content Understanding Observe and optimize Tracing PREVIEW Monitoring Protect and govern Evaluation PREVIEW Guardrails + controls Risks + alerts PREVIEW Governance PREVIEW Azure OpenAI Stored completions



# **GitHub & Azure DevOps Integration [DEMO]**

# 1st Q&A



A graphic design featuring a large, semi-transparent yellow circle at the top left, a smaller black plus sign in the center-left, and a large, semi-transparent white circle at the bottom left. The background transitions from orange on the left to yellow on the right. A solid black rectangular box contains the text "Lunchbreak" in a bold, white, sans-serif font.

# Lunchbreak

+

# Setting up a gold layer semantic model

## [HANDS-ON LAB]



# Building a simple data agent for our gold data [HANDS-ON LAB]



# Playtime [HANDS-ON LAB]

# **2<sup>nd</sup> Q&A and wrap-up**

**Thank you**

