

A photograph of two men in an office setting. The man in the foreground, wearing a dark blue patterned shirt, is holding a tablet and pointing at the screen. The man in the background, wearing a light blue checkered shirt and glasses, is looking at the tablet. The background shows a modern office with large windows and wooden slats.

Microsoft Modern Data Platform

Prateek Gandhi / Natalie Wood
Cloud Solutions Architect – Data & AI

THE MODERN DATA ESTATE



LOB



CRM



Graph



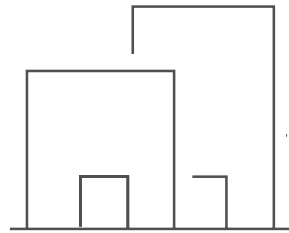
Image



Social



IoT



Operational databases

Data warehouses

Data Lakes

← Hybrid →



Operational databases

Data warehouses

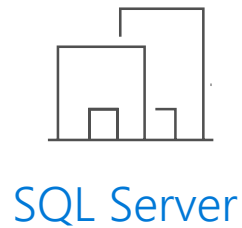
Data Lakes

Reason over any data, anywhere

Flexibility of choice

Security and performance

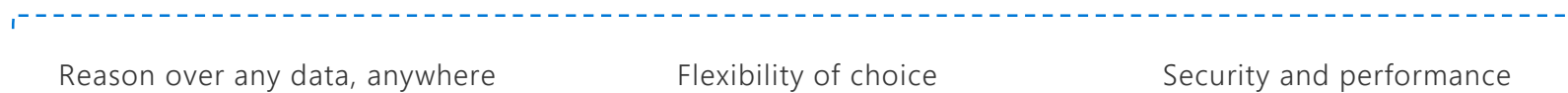
THE MICROSOFT OFFERING



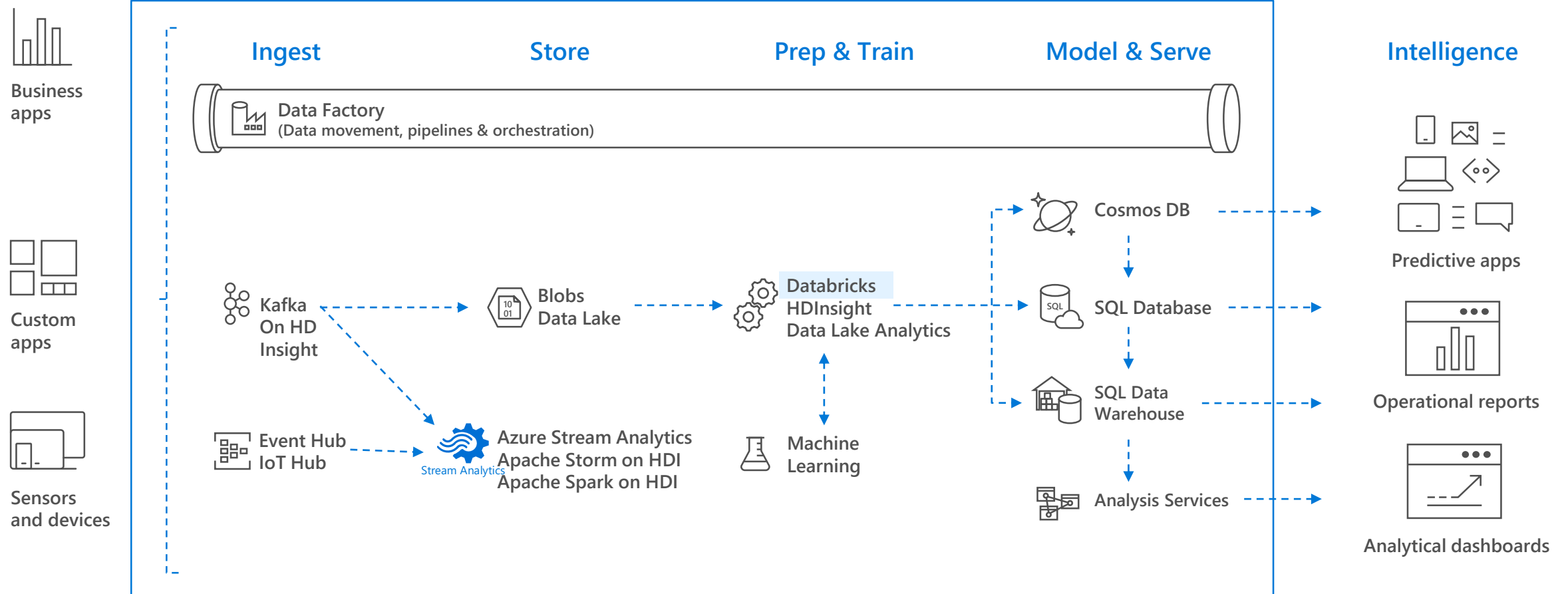
Industry leader 2 years in a row Operational databases
#1 TPC-H performance Data warehouses
T-SQL query over any data Data lakes

Operational databases **70% faster than Aurora**
Data warehouses **2x global reach than Redshift**
Data lakes **No Limits Analytics with 99.9% SLA**

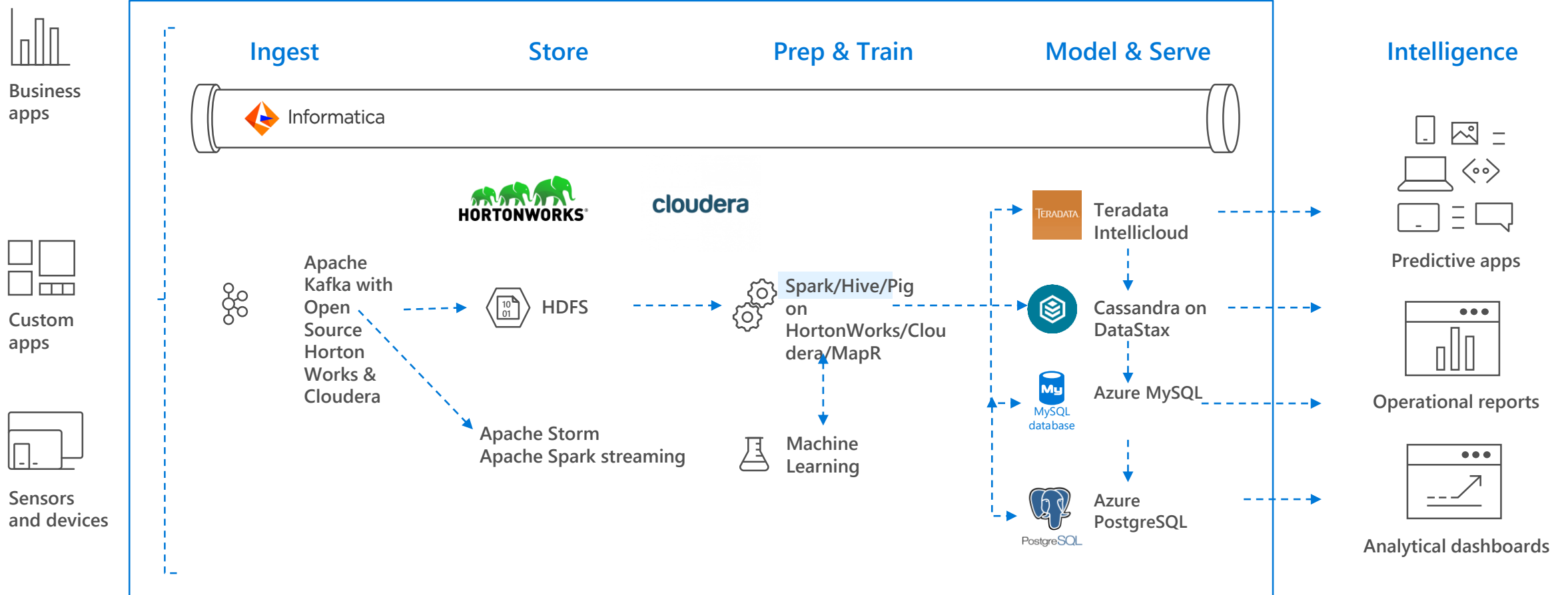
AI built-in | Most secure | Lowest TCO



BIG DATA & ADVANCED ANALYTICS AT A GLANCE



BIG DATA & ADVANCED ANALYTICS AT A GLANCE - PARTNERS



Microsoft OSS Portfolio

Microsoft Linux and Open Source

SQL Server  Linux



R Server on Linux



redis



Secured
Postgresql



IBM® DB2®



HDInsight on Linux



Visual Studio Code



Xamarin



DocumentDB support for MongoDB



Azure Machine Learning R support



MariaDB



mongoDB



cassandra



MySQL®



Oracle Linux



Debian 8 "Jessie"



CentOS-based 7.1



CoreOS



Pivotal Cloud
Foundry



python





Microsoft Cloud Workshop

Migrate EDW to Azure
SQL Data Warehouse



Customer situation

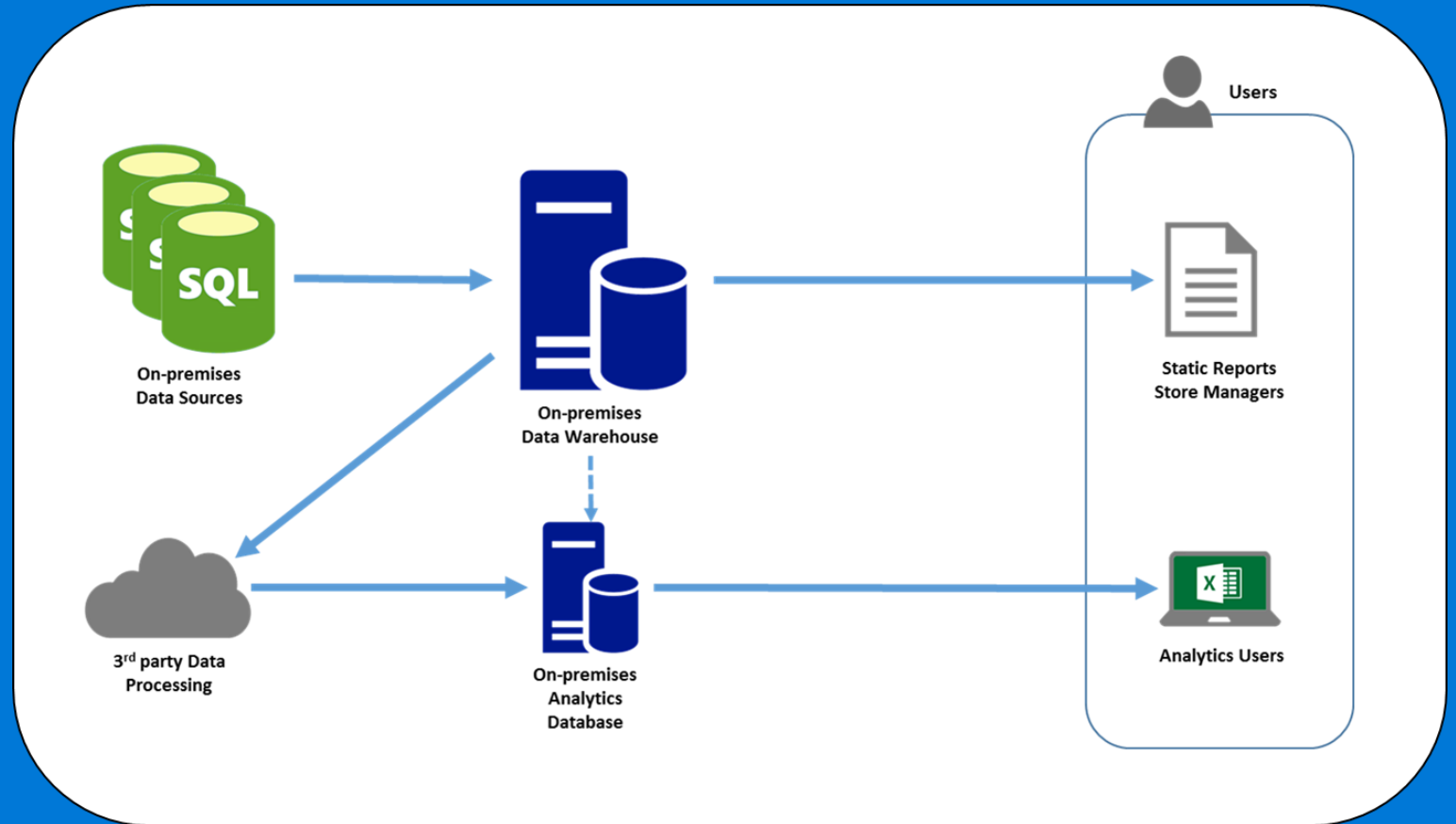
Coho

- Coho is a retail company based in Austin, Texas focusing on buying and selling mobile electronics and services. Coho has approximately 500 stores spread throughout the United States and a successful, direct-to-consumer e-commerce site.
- Last year, Coho began migrating to the cloud with development/test environments moving first and upgrading all store personnel to using Office 365. This includes configuring Azure Active Directory (AAD).
- Coho stores use a third-party point-of-sale (POS) system that writes transactional data to an operational data store in real-time
- The Coho e-commerce site is built with .NET and uses SQL Server 2014 to store customer profiles and online order information

Customer situation

Coho – Current Solution

- EDW load is a typical load from operational data stores
- Third-party processing was chosen by the analytics team with very little input from IT
- Analytics lacks the ability to regularly use warehouse data directly due to performance
- Static reports do not provide the flexibility needed by managers in the field



Preferred solution

