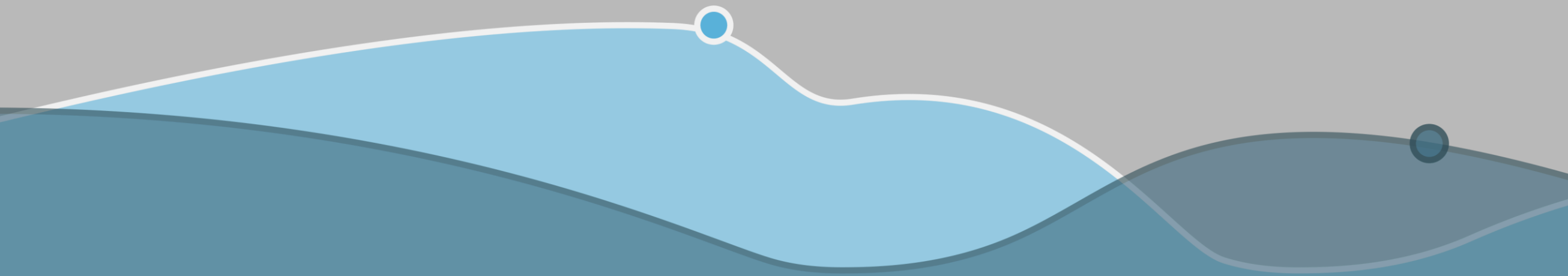




Cortana Analytics Workshop

Sept 10 – 11, 2015 • MSCC



Talking to Your Organization about Cortana Analytics

Ann Bachrach
C+E Marketing



What I'll cover

TOP CUSTOMER QUESTIONS

What Cortana Analytics is – and isn't

SCENARIOS

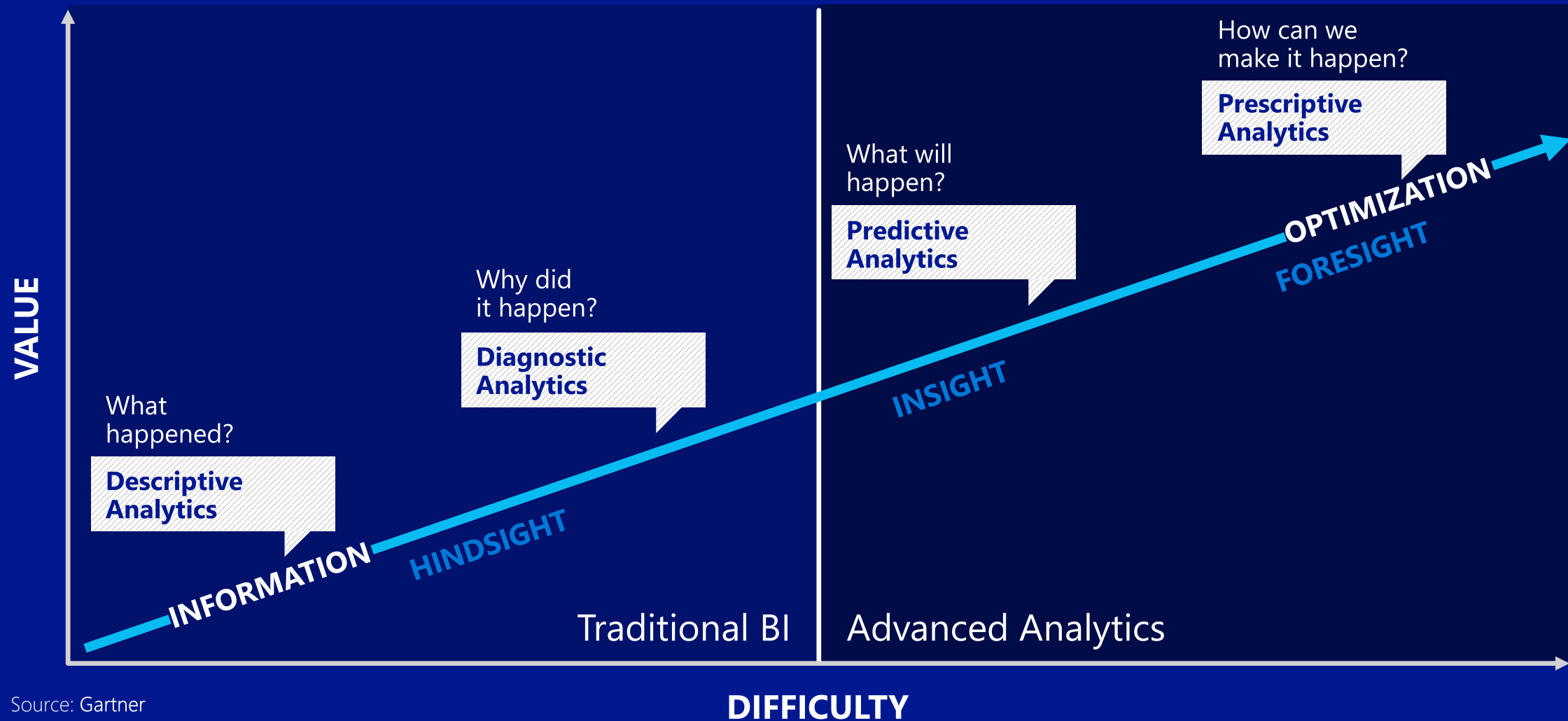
Solving Today's Business Problems
Places to Start

RESOURCES

How do I think about
Cortana Analytics
vs. Advanced Analytics?

Advanced Analytics

The Broad Industry Term



Advanced Analytics from Microsoft

Two offers

Advanced Analytics
In the Cloud

Cortana Analytics Suite

Advanced Analytics
On-Premises

SQL Server 16

How do I think about the
availability of Cortana Analytics
in the fall?

Cortana Analytics Suite is a sku


	Capabilities	Service
Preconfigured solutions	Business scenarios	Recommendations , Forecasting , Churn , etc.
Personal Digital Assistant	Personal Digital Assistant	Cortana
Perceptual intelligence	Recognition of human interactions & intent	Face , Vision , Speech and Text Analytics
Dashboards and visualizations	Dashboards and visualizations	Power BI
Machine learning & analytics	Machine learning	Azure Machine Learning
	Hadoop	Azure HDInsight (Hadoop)
	Complex event processing	Azure Stream Analytics
Big Data Stores	Big Data repository	Azure Data Lake
	Elastic data warehouse	Azure SQL Data Warehouse
Information management	Data orchestration	Azure Data Factory
	Data catalog	Azure Data Catalog
	Event ingestion	Azure Event Hub

But can I still purchase the components on their own?

Yes – and try them free

MACHINE LEARNING API

Face APIs



Microsoft's state-of-the-art cloud-based face algorithms to detect and recognize human faces in images.

Face Image Vision

1733894 25 days ago

Microsoft

MACHINE LEARNING API

Computer Vision APIs




Image processing algorithms designed to return information based on visual content and generate your ideal thumbnail.


OCR Image Vision Thumbnail

6449 25 days ago

Microsoft

MACHINE LEARNING API

Speech APIs



Easily include speech driven actions into your applications using algorithms to process spoken language.

Speech Text Intent

5281 25 days ago

Microsoft

Perceptual
Intelligence
APIs
gallery.azureml.net

Cortana Analytics is:
A suite of offerings that solve
business problems

Business problems we're solving now



Sales and marketing



What customers are likely to leave and why?



What online customers are most likely to visit the dealership?



Who are my most valuable customers and what are they likely to buy?



What marketing or sales motion leads to the most revenue?



Finance and risk



What fraudulent behavior requires follow up?



Which payments need to go to a human collector to pursue?



Customer and channel



What demographic is my most valuable?



What customer needs a salesperson to call on them?



What product(s) is this customer most likely to buy next?



Operations and workforce



How can I optimize the productivity of my field agents?



How can I predict the loads on my energy grids so I can balance?



How can I heat and cool my buildings based on usage and weather?



How can I fix equipment proactively before it fails?



How can I stock my trucks appropriately for the day and week?

Could start with... Demand forecasting

Brand-Name
Retailer



How do I stock in-store and online accurately and at the right price while using in-store as my online "warehouse?"

How do I accurately balance grid loads to prevent black outs?

Pier1 imports

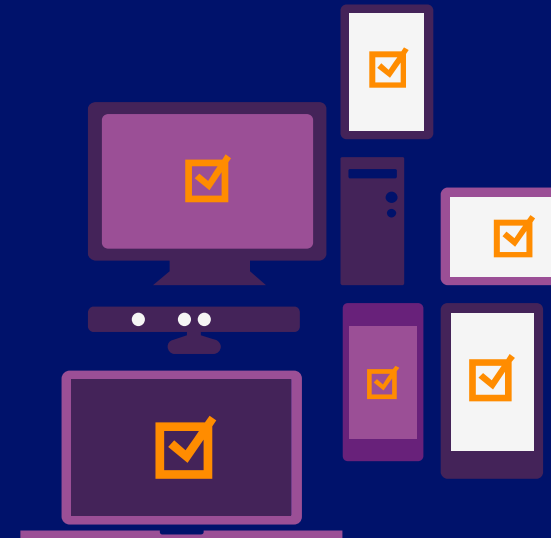
GENSCAPE™

How do I prevent overstocks in my stores when each store has a unique purchase pattern?

How do I capture information from thousands of wireless sensors to accurately predict energy prices?

Demand forecasting

Data born in the cloud
staying in the cloud just
makes sense



Or start with... Personalization



How do I personalize online banking to attract and retain customers?



How can I offer diners exactly what they want, when they want it – and more?



How can our website "learn" real time what resource is most relevant to each customer?



How can I customize online shopping lists for satisfaction and upsell?

Personalization

Personalization is the key to retention & upsell and another perfect cloud fit



And what results could you see?

customers.microsoft.com

Understand six years
of patient data in a
few hours



Save \$300,000 a day
through predictive
maintenance



Enable smart buildings
and for 20% savings
in energy cost



Improve service and
reduce cost across
5 million customers



Offer personalized
service across
1,400 locations



Prevent electrical
blackouts across
thousands of buildings



How do I get started?

microsoft.com/cortanaanalytics

View Cortana Analytics scenarios

Microsoft.com/cortanaanalytics

Find or become a trained partner

cortanaanalyticspartners.microsoft.com

Try CA services today

Microsoft.com/cortanaanalytics

Links on "What's Included" page

Stay tuned to our blog

<http://blogs.technet.com/b/machinelearning/>

